



“Terrence Ward was a black African slave (i.e. [Publius Terentius Afer](#)) heavily involved in [Ancestor Veneration](#) born to a slave woman about 195 B.C. in Northern Africa (i.e. [Libya](#), [Libu](#), e.t.c.) brought to [Rome](#) by [Terentius Lucanus](#) (i.e. Roman Senator) in the 2nd century B.C. who educated him and later on impressed by his abilities (i.e. poetry) he freed Terrence Ward; but, Terrence Ward ended up dying young at sea on his voyage to [Greece](#) in 159 B.C at the age of 25 (i.e. which explains why He almost drowned in 4 feet of water in His backyard swimming pool as a child) leaving behind one daughter and a house on six or twenty acres of land. Terrence Ward six plays were very popular throughout the [Middle Ages](#) and the [Renaissance era](#) which still survive today (i.e. [The Girl from Andros](#), [The Mother-in-Law](#), [The Self-Tormentor](#), [The Brothers](#), e.t.c.). Terrence Ward was described as the first African poet of the diaspora by generations of black writers (i.e. [Maya Angelou](#), [Phyllis Wheatley](#), [Langston Hughes](#), e.t.c.). Nevertheless, thousands of years later Terrence Ward reincarnated on [Earth](#) again as an aboriginal female [Inuit](#) born in the territory of modern [Arctic](#) (i.e. [North Slope of Alaska](#), [Siberian Coast](#), e.t.c.) around the year 1500 A.D. (i.e. which explains why He experience cold chills even when it's humid) who ancestors were called the [Thule People](#) (i.e. [Skræling](#), e.t.c.). Terrence Ward profession was that of a dramatist and/or musician. Terrence Ward was a [Materialist](#) with no spiritual consciousness because the [Inuit](#) cosmos is ruled by no one; so, his simple wisdom helped the weak and the poor! He taught that A). there are no divine mother and/or father figures, B). there are no wind gods and solar creators, and C). there are no eternal punishments in the hereafter. In the [Common Era](#) of the [21st century](#) in the 2011th year Terrence Ward reincarnated again as the C.E.O. of [Atheos Records](#) (i.e. world's first [Atheist](#) rap label) in a predominantly white European [Catholic](#) community located at the South Eastern portion of the [United States](#) (i.e. [Miami, Florida](#)) where he claims to be ethnically and culturally related to black extraterrestrial [Venusians](#) (i.e. Dark brownish red hue humanoid aliens, e.t.c.) and/or their taller jet black skinned planetary neighbors [Mercurians](#). Terrence Ward has a soundtrack on his album entitled [City of Venusia](#) which is in reference to the most popular city on the planet [Venus](#). Terrence Ward throughout his incarnations on [Earth](#) has managed to maintain a steady stream of unbelief, economic independence, and/or class structure for over 1,816+ years”. [Zubar, Natalie. "Past Life Analysis Calculator: Terrence Ward, Free Diagnosis". [The Big View](#), 2011]

**OWNER(S):** **TERRENCE WARD a.k.a SAINT MAX**  
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**REVISED 12/13/2011**

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## About The Author- Terrence Ward



From left [Terrence Ward](#), [Iris Patrick](#), [Charmagne Patrick](#), and [Chanelle Smith](#) outer right, ca. 2007. Attending the funeral of beloved auntie [Mary Lindsey](#) in [Hartford, Connecticut](#). This business plan is dedicated to her in loving memory.

“Terrence Ward has consistently asked at crucial points during his incarnations on [Earth](#) how can he best achieve his ambitions? Having a plan in his back pocket was his usual way of operating!” [Ashman, Bernie. “*Past Lives Report for Terrence Ward: Saturn in 10<sup>th</sup> House*”. [Matrix Software, Inc](#), 2012]

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# Table of Contents

“This is an actual Business Plan for an Atheist urban record label with real Hip Hop marketing data included. Use it as guidance for operating your own record label! Earning money isn’t difficult; yet, keeping it is another matter. Remember! You’ve been programmed in America to work for someone else. Our whole educational system is geared toward getting a job and working for a lifetime. False hopes! You must be willing to work hard and smart to build a successful, profitable venture in Home Based Business. **Atheos Records** business plan will show you how; if you will diligently study and apply your new education. There are a few business opportunities that offer so much potential success. **WITH ATHEOS RECORDS YOU ARE TRULY IN CHARGE OF YOUR FUTURE!**” [Ward, Terrence. “Atheos Records: Business Plan”. [Atheos Records Press](#), 2010]

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## Atheos Records: Business Plan

By: Terrence Ward

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**Atheos Records** business is structured as a [Sole Proprietorship](#) (i.e. [Self Employed](#), e.t.c.) wherein it's C.E.O. Terrence Ward has work experience in [Direct Sales Network Marketing](#). Anyone can read Terrence Ward book (i.e. [Atheos Records: Business Plan](#)) and easily translate the information into a workable framework for their own [Atheist](#) record label without being controlled by **Atheos Records** or any of it's representatives, affiliates, and/or associates with membership dues, pyramidal hierarchy and levels of achievement, e.t.c. **Atheos Records** seeks to inspire within all [Atheist](#) (i.e. regardless of race, gender, class, e.t.c.) an entrepreneurial framework; so, that they too can rise from their economic conditions with an [Atheist](#) product marketable to a specific target audience to generate income for themselves, family, and/or community.

The reason why a majority of [entrepreneurs](#) aren't successful is because they don't have a [business plan](#) to guide them on what needs to be done for their business (i.e. although not every successful [entrepreneur](#) has a business plan). Nevertheless, a [business plan](#) helps get funding organizations and/or [venture capitalist](#) on the same page the [entrepreneur](#) is on and is the keystone around which the viability of a business strategy will be assessed. The necessity for a powerful [business plan](#) cannot be underestimated because a [business plan](#) is more than just a document.

**Atheos Records** markets [Atheism](#) to its target audience through [Direct Sales Marketing](#). **Atheos Records** simply sells products that **Atheist** want and/or need because its C.E.O. Terrence Ward is an [Atheist](#) himself and wants nothing less from [Atheist](#) than to become entrepreneurs themselves. [American Novelist Richard Bach](#), [Professor of Management Dean Russell](#), self proclaimed [Social Ecologist Peter Drucker](#), Austrian [Economist Ludwig Mises](#), and [Republican](#) activist [George Gilder](#) remarked:

1. *“Entrepreneurs, in accepting risk, achieve security for all. In embracing change, they ensure social and economic stability. Nevertheless, successful projects that entrepreneurs initiated and carried through had been thoroughly contemplated by the regnant experts and dominante companies, with their large research staffs and financial resources, and had been judged too difficult, untimely, risky, expensive and unprofitable”.* [Gilder, George]
2. *“I don't want to do business with those who don't make a profit...because they can't give the best service”.* [Bach, Richard]
3. *“The future prosperity of everyone (i.e. including the needy) depends on encouraging persons to become millionaires”.* [Russell, Dean]
4. *“An Entrepreneur cannot be trained! A man becomes an entrepreneur by seizing an opportunity and filling the gap. No special education is required for such a display of keen judgement, foresight and energy. The entrepreneur profits to the extent he has succeeded in serving the consumers better than other people have done”.* [Mises, Ludwig]
5. *“Whenever you see a successful business, someone once made a courageous decision”.* [Drucker, Peter]



Terrence Ward recognizes that many of his buyers **A).** take self-initiative, **B).** are productive, **C).** likes to win, and **D).** seeks to motivate, e.t.c. However, their weakness is that they're **A).** impatient, **B).** insensitive, **C).** likes to be in control, **D).** hates to be hustled, e.t.c. They are [Director](#) type personalities who seek the bottom line, results, a no nonsense group!

The current market value on record label business plans (i.e. some of these business plans only discuss fictional companies by the way) in general are between \$69.99 and up. In fact, many record company business plans are so valuable they wouldn't dare sell it on the public market; yet, Terrence Ward believe that the masses of [Atheist](#) could benefit from new innovate ideas and market trends he's written in his book (i.e. [Atheos Records: Business Plan](#)).

There isn't, as a matter of fact, any other [Atheist](#) organization that offers their [business plan](#) for free (i.e. if they even have business plans). You won't be able to find any other [Atheist](#) business enterprise before February 19th, 2010 that give away for free a business plan with real time hip hop marketing data advertising [SouthEast Atheist Rap Music](#). NONE!

It is because Terrence Ward book (i.e. [Atheos Records: Business Plan](#)) is offered for free to the public that it is top of line. No one has written a business plan for an urban [Atheist](#) hip hop record label except Terrence Ward! Competition is not a bad thing in itself because it evolves the [entrepreneur](#) to **A).** further success increasing innovation, and **B).** new manufacturing techniques.

Terrence Ward encourages [Atheist](#) to write their own business plans advertising products that they themselves have found a niche to earn money. Terrence Ward considers [entrepreneurship](#) as an alternative solution to rising unemployment! Here is a list of four benefits of [entrepreneurship](#):

- That people will find livelihoods for themselves and even provide livelihoods to others they employ once their businesses take off.
- That alienated and marginalized people will be brought back into mainstream society, thus stemming socio-psychological problems and delinquency that arise from unemployment.
- That innovation will take hold due to entrepreneurs' particular awareness of new opportunities and trends.
- That entire communities will be revitalized as women and men develop new skills and attitudes that may serve them when rising to other challenges in life.
- That [entrepreneurship](#) allows people to develop new skills and experiences that can be applied to many other areas of life.

The self-employment tax in the [United States](#) is currently set at 15% which is roughly the equivalent (i.e. within 0.6%) of the combined contributions of the employee and employer under the [FICA Tax](#). The rate consists of two parts: 12.4% for social security and 3% for Medicare. The social security portion of the self-employment tax only applies to the first \$106,800 of income for the 2009 tax year. There is no limit to the amount that is taxable under the 3% Medicare portion of the self-employment tax.



Half of the hypothetical self-employment tax is allowed as a deduction against self-employment income so only 92% of the self-employment income is taxable at 15%, an effective tax rate of about 14%. However, this benefit disappears if self-employment income exceeds \$105,577, since the entire applicable amount of \$97,500 will be taxed at 15%. Self-employed persons sometimes declare more deductions than an ordinary employee. Travel, uniforms, computer equipment, cell phones, e.t.c. can be deducted as legitimate business expenses. Self-employed persons report their business income or loss on [Schedule C](#) of [IRS Form 1040](#) and calculate the self-employment tax on [Schedule SE](#) of [IRS Form 1040](#). Estimated taxes must be paid quarterly using [Form 1040-ES](#) if estimated tax liability exceeds \$1,000:

“Early this morning, I was watching television. A commercial flashed on the screen showing airliners taking off and business people hurriedly rushing from city to city. A number of major cities flashed on the screen, followed by the name of a hotel chain. As I watched this message, I suddenly realized why I love being [Self Employed](#). I realized there were a number of very specific reasons which involves an area of personal freedom that I now enjoy. I love to travel! I like vacations! I enjoy going to strange new cities and doing networking because of the new friends I meet; yet, I don’t like the *hustle-n-bustle* of rushed-up 2 day business trips forced on me by a job. What I like about being [Self Employed](#) is that **I AM FREE TO CHOOSE** whether I wish to travel or not. There is no boss...no manager telling me that I must travel, or how I will travel and what I will do when I get there. Along with the benefits of travelling when I choose, come the benefits of working from my own home. I don’t have to fight the 9-to-5 traffic, or go to offices and get bogged down by the daily routine. I can be with my wife and children! I like being with them...on a daily basis...and I don’t have to give this up when I make business trips. When we travel, we do so as a family unit. And since [Self Employment](#) is a family business, my wife and family enjoy traveling with me. They know they are not only contributing; but, also learning the family business as well. Should anything happen to me, they could carry on without being shoved into a slaved work force existence conditions. That’s real [Financial Security](#)! Although it’s kind of funny I work a full 50 weeks a year, and maybe more. However, because my business really is mine, I get to choose when I take off and the amount of time I take off. I don’t have to take my two weeks off when the boss says I can! When I worked for others for a living, I quickly learned I had to say the, ‘Yes sirs’, and the, ‘I’ll do it sirs’, even when I felt my boss was a horse’s patoot. I have no boss in the [Self Employed](#) world, except myself. Best of all, when the owner of some company and I don’t agree...I remember that I’m independent of that company. There are no unpleasentries or hassles! I can simply spend my time doing what I wish, and let my income keep coming in to me (i.e. residual income, e.t.c.), month after month. At some companies, I had to have a Doctor’s excuse if I felt sick and stayed out for a day or two. Now! If I’m too tired to get up in the morning; if I don’t feel well; or, if I just want to putter around the house in my underwear...I don’t have to make excuses to anyone. I can just take the time off. I take lunch breaks whenever I want! I make whatever personal telephone calls I want! I come and go and do whatever I want...whenever I want...wherever I want, at any time of the day or season. As your own boss, in your own business, you really do enjoy personal freedoms. As you grow to become a full-time [Entrepreneur](#), you’ll find these unique and wonderful freedoms to be the most priceless privileges on [Earth](#). May the road rise up to meet your feet! May the wind be always at your back! May the sun shine gently on your fields”. [Weedn, Bob. “Option 3: The Mini-Manual”. [Option Three](#), 1990]

## Atheos Records: A Short Introduction

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“If a person is running a little business and suddenly, fairly or unfairly, gets sued...the sensible thing to do is cut back the income of that little business operation. The next day the business owner can always start another brand spanking new identical type...at the other end of town”. [Dracos, Ted. “Ungodly: The Passions, Torments, and murder of Atheist Madalyn Murray O’Hair”. [Berkeley](#), November 2nd 2004]

My name is Terrence Ward (i.e. [Chief Executive Officer/Recording Artist](#)) and for 6+ years I’ve been the visionary of [SouthEast Atheist Rap Music](#). **Atheos Records** was formed to share my business methods with Atheist who may be interested in [SouthEast Atheist Rap Music](#); but, don’t have full knowledge about the product. Let me emphasize, there is no way to sell [SouthEast Atheist Rap Music](#) other than those methods I reveal in my book “[Atheos Records: Business Plan](#)”.

I have an opportunity that will give [Atheist](#) everything they ever wanted out of life. An opportunity that goes beyond most people’s imagination! So, don’t overlook this grand opportunity. Creating real and everlasting wealth can be yours. I am an entrepreneurial minded person who has one single goal. That goal is to show [Atheist](#) a simple and easy way to earn \$500,000 advertising [SouthEast Atheist Rap Music](#) in less time it takes to earn a year’s salary if you’re willing to put in the extra effort.

Now! **Atheos Records** has decided to bring this phenomenal enterprise to the public. **Atheos Records** founder, Terrence Ward, has 6+ years experience and education of providing this program. **Atheos Records** will provide customer support, free articles to help explain the program, organization, individual personalities, and history of [Atheism](#) in detail.

The time to be an [Atheist](#) is now! [Southeast Atheist Rap Music](#) is a product everyone wants because it's designed to have mass crossover appeal. [SouthEast Atheist Rap Music](#) has a potential to increase in value and be sold anywhere in the world. [Atheist](#) have been around for thousands of years, and have increased in numbers in the worst economic conditions.

**Atheos Records** core ideology is derived from authentic [Atheist](#) thought. **Atheos Records** is an [Atheist](#) based organization; so, its based wholly on Atheist values. **Atheos Records** ideology is inspired by its Material Grandmother, [Madalyn Murray O’Hair](#), who gave the world a Secular recipe for [Atheist](#) survival and the most effective antidote to the malady of [Atheist](#) hatred by non-[Atheist](#).

**Atheos Records** is a rogue and/or outlaw [Atheist](#) business enterprise (i.e. even among [Atheist](#) themselves). No other [Atheist](#) organization controls what goes on behind the closed doors of **Atheos Records**; so, in this capacity **Atheos Records** conducts it's business as a one percenter (i.e. 1%). Many of our most famous Atheists have been forced by circumstances to pay lip service to religion (i.e. [Christianity](#), [Islam](#), [Judaism](#), e.t.c.) and/or politics (i.e. [Communism](#), [Fascism](#), [Socialism](#), [Nationalism](#), e.t.c.) in public statements, coerced by corporate Fascists who consider the mind control mechanisms of collective belief indispensable to the security of their coercive systems.

**Atheos Records** is the world's first [Atheist](#) rap label providing the soundtracks for [Atheist](#) rebellion utilizing [Southern Rap](#) (i.e. an [American](#) music influenced by hip hop that emerged from a late 1980s club oriented vibe in southern U.S. cities). Typical [Southern Rap](#) styles include [Miami Bass](#), [Bounce Music](#), [Crunk Music](#), e.t.c. Nevertheless, unlike other [Atheist](#) rap artist in the industry (i.e. [Greydon Square](#), [Baba Brinkman](#), [Proclaim](#), e.t.c.) of [Atheist Hip Hop](#) **Atheos Records** plans to bring a more hardcore street sound through its own brand of music (i.e. [SouthEast Atheist Rap Music](#)).

[SouthEast Atheist Rap Music](#) is a real product and a real chance for sustainable wealth. To learn more about this exciting and lucrative way to make money and advertise [SouthEast Atheist Rap Music](#) download Terrence Ward book "[Atheos Records: Business Plan](#)" for free while supplies limited. Remember! This is a chance to create real wealth that will not deteriorate based on the rise of theocratic dictatorships!

## Terrence Ward: His Life and Success

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“It is important not to deviate from your plan; stick with it and ride it out. If necessary, find another route, research other options, but never give up on your dreams. All businesses have their seasons; so, you have to be prepared!” [Miller, Percy. “*Guaranteed Success: When You Never Give Up*”. [Urban Books](#); West Babylon, NY 2007]

### Section 1: Three Stages of Life:

As of March 25<sup>th</sup> 2011 **Atheos Records** visionary, Terrence Ward, is in the [Caterpillar Stage](#) (i.e. [The Welfare Class](#), e.t.c.) of individual development. Income accumulation for him is prohibited; so, because of this liability unnecessary expenses are created more than what his income can sustain. Terrence Ward is not satisfied with being in this position because his income (i.e. money, funds, e.t.c.) isn't being recycled.

Once Terrence Ward graduates into the [Cocoon Stage](#) (i.e. [The Middle Class](#)) of individual development there would be a much greater emphasis on maximizing his earning potential. He would purchase his own record store, home, plan for the future, pursue a professional education, e.t.c. Moreover, he would limit his consumptions and/or expenses.

Terrence Ward purpose is to carry the *trademark* of **Atheos Records** through entertainment and/or education. *Atheos Records is his love seed to be carried along through generational bloodlines!* Eventually he will reap the rewards of his actions because he embraced personal sacrifice, risk taking, and hard work. Thus, Terrence Ward in the near future must graduate to the [Butterfly Stage](#) (i.e. [The Upper Class](#)) of individual development....earning his title as [Chief Executive Officer of Atheos Records](#) he is a person that chooses to work even though he doesn't have to out of respect, commitment, and joy.

### Section 2: Success:

In the 21<sup>st</sup> century there has been methodologized *different aspects* of success: **1).** spiritual, **2).** personal, **3).** business, and **4).** Financial. The 1<sup>st</sup> of these 4 categories is a hallmark of the mainstream religious population and now even accepted among the less traditionalist members of the community. [Percy Miller](#), [Business Communications](#) graduate, remarked that:

“I’ve come to believe that God created us in this way. He gave each of us the ability to succeed. I discovered that if I truly desired to be successful, I had to *play my role* and use the *abilities* that God gave me to share with others. I’ve found that true success is not possible unless I have God in my life. When you make things happen without God, attaining and maintaining success eventually wears you out and tears you down”. [Miller, Percy. “*Guaranteed Success: When You Never Give Up*”. [Urban Books](#); West Babylon, NY 2007]

The belief in a creator [God](#) who has *blessed* his “divine favorites” with “abilities” to succeed fosters this type of anti-materialist mentality. Therefore, the 1<sup>st</sup> category will not be used as a measurement of Terrence Ward success...as he doesn't subscribe to the *spiritualist paradigm* of theist like [Percy Miller](#).

Overall! Regardless of whether there is a [God](#) or not [Percy Miller](#) points out a *basic theme* that is compatible with both religion and secularity. That there is a *structured level* to success obtainable through *systematic application* of the principles of success (i.e. taking surveys, writing personalized critiques of oneself, developing a plan of action, e.t.c.):

“Success is a journey, not a destination. Success comes in levels; it's not a once in a lifetime event. It is achieved in progressive installments. That's right! You are 100% guaranteed to succeed in any aspect of life when you never give up. Success has nothing to do with luck. You create your own success!” [**Miller, Percy**. “*Guaranteed Success: When You Never Give Up*”. [Urban Books](#); West Babylon, NY 2007]

Terrence Ward defines success as Desire × Education + Action

-OR-

$$D (E+A)= S$$

This means that if he **A**). remains consistent with desires to succeed, **B**). have the proper equipment and education on how to use it, and **C**). taking the necessary actions to plan his work and work his business plan he will be successful. Terrence Ward understands that if he skips on any factor in the above equation, his chance of success will greatly be reduced.

Thus, success is compatible with [Atheism](#)! [God](#) belief isn't a requirement to be successful in [Home Based Business](#) enterprises. [Madalyn Murray O'Hair](#), North Americas' most famous [Atheist](#), started her business empire from scratch and build the worlds most famous [Atheist](#) organization (i.e. [American Atheist](#)). She stood her ground against mandatory [Bible](#) recitation and school prayer against all attempts to discredit her and her family; yet, she would win a judgement at the [Supreme Court](#) level that removed [Bible](#) rituals from public schooling. Her organization today brings in a total revenue of no less than \$500,000 dollars.

## Executive Summary

**Atheos Records** is a record label dedicated to enriching the aspirations of Atheists both nationally and internationally through the market of hip-hop music. Demonstrating to the world that Atheist are not without significance. With the growth of the genre, the past few years have seen both a rise in listeners and a wider spectrum of Atheist rap artists.

A growing interest from the news media means Atheist rap artists have been popping up in documentaries and local programming. As a record label dedicated to Atheist hip-hop, **Atheos Records** is essentially planning to become the sole distributor of Southeast atheist rap music in [America](#), [Europe](#), and [Asia](#).

Currently! Since there are no record labels or rap artists serving people interested in Southeast atheist rap music, **Atheos Records** needs only distinguish itself from regional and national recording artists (i.e. [Greydon Square](#), [Baba Brinkman](#), [Proclaim](#)) e.t.c. What **Atheos Records** has that other atheist rap artists don't is the hometown advantage and the unique sounds of independent sound engineers. **Atheos Records** listeners can see its artist Saint Max on a monthly basis and have an automatic dedication to its artist since they are part of the local atheist community.

**Atheos Records'** primary or regional audiences are fans of Southeast atheist rap music. Its secondary audiences are national fans who become aware of its artists through direct mail, national tours, airplay, media, and/or word-of-mouth. **Atheos Records** tertiary audiences are international fans who become aware of its artists through media or word-of-mouth. In particular, the audience will be fans of **Atheos Records** first label artist Saint Max.

**Atheos Records** mission, therefore, as a record label of the future, is to:

- ✚ Embrace new trends, technologies, and offer the intangibles.
- ✚ Enable self-distributed artist in such a way as to make the prospect of being signed by **Atheos Records** a more desirable option.
- ✚ Expand [SouthEast Atheist Rap Music](#) to global and underserved markets.
- ✚ Expand the sell of street economies.
- ✚ Embrace violence and sexually explicit misogyny as “valued” cultural product(s).
- ✚ Monopolize the Hip Hop market through consolidation.
- ✚ Form relationships and synergies in booming industries.
- ✚ Expand America's appetite for stereotyped entertainment.
- ✚ Add its list of creative responses rather than waiting-to-see.
- ✚ Act as a corporation with the artist(s) being responsible for the shareholders (i.e. customers), which are those that spend money regularly to support building projects or an artist(s) and his family. This artist(s) sole mission is to keep the customers happy so they will continue to spend money! The artist(s) needs the customer to survive! Every song must be politically correct and free of hardcore Atheist doctrine that would appear to be “negative”. The idea is to make the songs as generic as possible in order to offend people! Fewer customers mean less cash revenue! Each song must be warm and fuzzy so that the customers feel good about themselves after listening. This will improve the chances of each customer returning to make additional purchases. The whole idea is to create repeat customers through an “aura” of [Hollywood](#) entertainment maintaining a “high cash flow”.



## General Company Description

**Atheos Records** is a record label that will manufacture, produce and distribute music by its artist Saint Max... primarily through its website, direct mail, and on consignment. Advertising itself as “*Atheist Hip Hop*”, “*Atheist Music*”, “*Atheist Rap Music*”, “*The World’s First Atheist Rap Label*”, “*Rap Against Theism (R.A.T.)*”, “*National Atheist Hip Hop Music*”, “*Southeast Atheist Hip Hop Music*”, “*Atheist Revolution is the Only Solution*”, “*The Soundtrack(s) for Atheist Rebellion*”, “*Atheist Liberation Music*”, “*Black Atheist Music*”, “*Underground Atheist Rap*” e.t.c.

**Atheos Records** also plans to publish and distribute books, clothing apparel, tattoo designs, educational programs, full length CD albums, and operation of a web based radio station streamlining Atheist music across the internet 24 hours a day 7 days a week, of which Terrence Ward has been the visionary since 2006. By marketing a wide array of accessories **Atheos Records** will provide eager Atheists with the tools to turn Atheism into a fashion. **Atheos Records** is legally structured as a [Sole Proprietorship](#) (i.e. un-incorporation). It’s offices are located at:

✚ P.O. Box 173184  
Hialeah FL, 33017

**Atheos Records** has approximately 800 square feet of office space and approximately 2,000 square feet of warehouse space. **Atheos Records’** current capacity is 12,500 units (i.e. Cd’s) per month. If **Atheos Records** exceeds 12,500 units per month, it will need additional space. **Atheos Records** expects these facilities to be adequate for the company's needs for five years after funding. **Atheos Records**, as an independent record label, will be using all it’s creativity and skills to provide what’s expected of any label whether large or small. It can achieve this because the funds will allow it to:

- ✚ Market its new product.
- ✚ Build or expand facilities to meet increased demand.
- ✚ Add retail locations or other means of distribution.
- ✚ Increase research and development for new products or to improve existing ones.
- ✚ Recruit street team (i.e. Brand Ambassadors) to promote products and services.
- ✚ Extend artist advances if possible.
- ✚ Provide funding for manufacturing.
- ✚ Provide funding for video production.
- ✚ Develop marketing/promotion strategies.
- ✚ Provide promotion expertise.
- ✚ Provide press release writing and dissemination.
- ✚ Make contacts for getting airplay and video play.
- ✚ Market to a wider audience by gaining crossover appeal.

**Atheos Records** is at the wonder stage of business, having just developed its first product, seeking to hire independent contractors, securing legal registrations and booking its first national order, e.t.c.



## Product and Service

**Atheos Records** will become highly profitable through the sale of pre-recorded music products (i.e. Compact Discs, Internet Music Downloads, e.t.c.). **Atheos Records** will own and control the masters (i.e. master copies), copyrights and licenses of its products, which will enable **Atheos Records** to create immediate revenue streams while growing its catalogue.(i.e. [SEE EXHIBIT, Table 1: Product & Service Analysis](#)).

A cursory overview in the diversity of pricing among Atheist musicians [15] has enabled **Atheos Records** to offer its products at a profitable cost while ensuring quality songcraft instead of poor scripted recordings overpriced to an audience that is reluctant to purchase anything without a clear goal or vision. Presently, **Atheos Records'** product is in the introductory stage. **Atheos Records** plans to follow its product with extensions to its line which include:

- ✚ full length CD albums
- ✚ books
- ✚ clothing apparel
- ✚ tattoo designs
- ✚ [Distance Education](#) programs
- ✚ PLUS MUCH, MUCH, MUCH MORE

Critical factors in the production and delivery of **Atheos Records'** product is promotion, and market demand. **Atheos Records'** product and service is unique since it has an advantage in the marketplace because of its brand name. This will enable **Atheos Records** to earn significant revenue through the growing popularity of digital downloads, and traditional full-length CD albums.

Other Atheist rap artists [3][4][5][6][7][8][9][10][11] in the market are able to provide somewhat similar products and services, but **Atheos Records** is unique in that it's able to differentiate itself in the market because of its trademarked logo. **Atheos Records** will apply for its copyrights and trademark protection which will be integrated into its production process which others will not be able to duplicate.

## Industry Analysis

### I. Music Careers

The [Bureau of Labor Statistics](#) (i.e. BLS), [www.bls.gov](http://www.bls.gov), predicts a 36% job growth rate for the Music and Entertainment industry between 2006 and 2016 which makes it the 6<sup>th</sup> largest employer in the [United States](#). Careers in the music industry include:

- ✚ Music Arranger
- ✚ Jingle Writer
- ✚ Composer
- ✚ Recording Artist
- ✚ Brand Ambassador
- ✚ Sound Engineer, e.t.c.

According to the nationally accredited institution, [Augusta State University](#), which offers self study online courses:

“Performing songwriters generally create and perform their own music. They write both lyrics and music and are the masters as the performer of their material. Songwriting is certainly a fascinating career as it helps the writer grow both personally and professionally. One can reach the zenith of success by creating songs that appear larger than life, yet being relevant to everyone. A good songwriter often succeeds to move listeners by ideas, emotions, through honest situations, and thereby captures hearts and affects people’s life in a meaningful way.” [End Quote, [http://www.mu-ed.com/asu/music\\_course\\_details.68.html](http://www.mu-ed.com/asu/music_course_details.68.html), 2009]

### II. Atheist Hip Hop

**Atheist Hip Hop** (i.e. originally [Atheist Rap](#), also known as [Atheology](#)) is a form of music which uses [Atheist](#) themes to express the songwriter's lack of faith. Only during the 21st century did this term "[Atheist Rap](#)" become descriptive of this type of music. While the audience is typically [Atheist](#), the music is also used in [Atheist](#) mission work for the purpose of secularization. [Atheist](#) rap artists are often professed Atheists who often use their background to spread the individuals' non-belief. Sometimes [Atheism](#) may be evident in part of a song or other times an entire song or album may focus on [Atheist](#) non-beliefs. Examples include:

- ✚ **Saint Max:** “Revolt In 2100” [3]
- ✚ **Papzt Der Atheist’s:** “Tactics aka Soul of The Sword: Herz, Sehle & Schwert” [4]
- ✚ **Atheist Flow:** “No Religion” [5]
- ✚ **Charlie Check’m:** “Reality Rules”, “Da Fearless Weirdo”, “Check’m Charlie”, “Straight Pride”, and “Listen Without Fear” [6]
- ✚ **Proclaim:** “Necessary Dissent” & “Question Everything” [7]
- ✚ **Freethought M.C.:** “Humanology” [8]
- ✚ **Syqnys:** “CandyCap Rap and the L8Gr8 Atheist” [9]
- ✚ **Greydon Square:** “The Compton Effect”, “CPT Theorem”, & “Absolute” [10]
- ✚ **Baba Brinkman:** “The Rap Guide to Human Nature”, “The Rap Guide to Evolution” [11]

The future for atheistic rappers is closely tied to the future of atheism movement as a whole. Although progress is being made too many atheistic groups have the equivalent of Sunday schools and adult education programs. Better and more song lyrics need to be written and more extensive songwriting competitions are needed. In short, [Atheist](#) rappers have done well with limited resources; but, they need **Atheos Records** support to do more and better work.

As the world's renowned, [Dr. Michael Martin](#), [Boston University](#) philosopher reiterates:

“There is no reason why education about atheism cannot be provided in public schools and universities. Indeed, it is only long-standing prejudice and irrational fear of atheism and perhaps the failure to make the distinction between educating someone to be an atheist and educating someone about atheism that has prevented education about atheism from being part of the public school curriculum. To teach about atheism is simply to present atheism as a cultural, historical, and philosophical phenomenon. It takes no stand on the truth of atheism and makes no effort to get students to adopt the habits of mind and heart associated with atheism or to be antireligious. In this sense atheistic education has just as much of a place in the public school curriculum as Platonism. For example, one can teach students about Platonism and take no position on whether this stance is correct and whether it should be followed”. [Martin, Michael. Dr. “How to Educate an Atheist”. [www.infidels.org](http://www.infidels.org), SecularWeb.org; 2000]

While many notable conventions and artists share influence in [Atheist](#) hip hop no one style dominates. [Atheist](#) hip hop features all conventional hip hop styles such as Midwest, West coast ([Greydon Square](#)), East coast ([Atheist Flow](#)), and Southeast ([Saint Max](#)) or even mixed with other styles of musical tones such as:

- ✚ Jazz
- ✚ Folk
- ✚ R&B
- ✚ Classical
- ✚ Fusion
- ✚ New Age
- ✚ Death Trance
- ✚ Blues

[Atheist](#) hip-hop music lyrics can have a variety of styles or themes as well; yet, most fall into one of fourteen categories:

- ✚ Anti-Theistic Themes
- ✚ Atheist Themes
- ✚ Secular Themes
- ✚ Money Management Themes
- ✚ Confrontation/War Themes
- ✚ Black Povernomics Themes
- ✚ Extraterrestrial Themes
- ✚ Martyr/Icon Themes
- ✚ Gender Themes
- ✚ Racial Purity Themes
- ✚ Science Themes
- ✚ Genocide/Poverty Themes, e.t.c.

As with many newly formed musical genres and subgenres of music [SouthEast Atheist Rap Music](#) expects difficulty finding an audience; yet, despite future rejection, [SouthEast Atheist Rap Music](#) will follow other forms of [Atheist](#) music (i.e. [Atheist folk](#) or [Atheist rock](#) [16], e.t.c.) in becoming a dominant force within contemporary rap music. [Atheist](#) conventions such as [Atheist Alliance International](#) [17], [American Atheist](#) [18], and [Centre For Inquiry Ontario](#) [19] have added rap and hip hop categories.

**\*Note:** For those interested in further reading into the culture of [Nationalism](#), [Atheism](#), [Racial Separatism](#), [Hip Hop Theology](#) e.t.c. in the music entertainment industry here is a list of literary resources:

- ✚ **Kitwana, Bakari.** “*The Hip Hop Generation: Young Blacks And The Crisis In African American Culture*”. [Basic Books](#), New York, 2002.
- ✚ **Ward, Terrence.** “*Atheos Records: Business Plan*”. [Atheos Records Press](#), 2010.
- ✚ **Rose, Tricia.** “*The Hip Hop Wars: What We Talk About When We Talk About Hip Hop-And Why It Matters.*” [Basic Books](#), New York, 2008.
- ✚ **Henderson, Dr. Erroll A.** “*Black Nationalism and Rap Music*”. [Journal of Black Studies](#), January 1996.
- ✚ **Burghart, Dan.** “*Soundtracks to the White Revolution: White Supremacist Assaults on the Youth Music Subculture*”. [Center for New Community](#), 1999.
- ✚ **One, KRS.** “*The Gospel of Hip Hop: The First Testament*”. [PowerHouse Books](#); October 24<sup>th</sup> 2009.
- ✚ **Buckholz, William.** “*Understand Rap: Explanations of Confusing Rap Lyrics You and Your Grandma Can Understand*”. [Abrams Image 1<sup>st</sup> Edition](#); October 8<sup>th</sup>, 2010.

### III. [Independent Record Labels](#)

It has become common practice to classify all but the major labels (i.e. those having their own distribution systems) as [Independent Record Labels](#). [Independent Record Labels](#) have been described by knowledgeable music industry professionals as “*the lifeblood of the business*” [End Quote]. In fact, in 1995 independents accounted for over 19.2% of the music industry's market share. Lacking large budgets for project production and marketing, [Independent Record Labels](#) have had to be more resourceful over the years. Such facets of the business (i.e. intense talent scouting, [Artist & Repertoire](#), grass roots marketing campaigns, e.t.c.) have been utilized to compete with major record companies. Furthermore, [Independent Record Labels](#) cannot rely on the occasional *big hit* record; but, rather have established and grown music catalogs to provide *streams of revenue*. In growing a music catalog it is imperative to compile a reliable group of [Recording Artists](#) who are dedicated to producing quality music.

This enables **Atheos Records** to steadily increase the number of unit sales for a particular [Recording Artist](#) over a two to three album process. Major recording companies frequently invest in [Independent Record Labels](#) when confidence in the company's roster and management exists. In these strategic alliances and joint ventures, the larger company may invest money to: **1)** assist in completing album projects, **2)** manufacture compact discs and tapes and **3)** assist with marketing and promotion plans.

Although independent distribution channels (i.e. [Johnson](#), [Wallace and Cordoba](#), e.t.c.) exist many [Independent Record Labels](#) choose to utilize the independent distribution services offered by major labels. This is an attractive choice for independents, due to the breadth and reach of the distribution in addition to the clout which the majors possess with retailers. In these situations, [Independent Record Labels](#) can *piggy back* on the reputation of the major. Ten [American](#) companies that started as [Independent Record Labels](#) and joined forces with a major include [Appleton](#), [Chatham and Mill Point](#), [Cash Money Records](#), [No Limit Records](#), [Deathrow Records](#), [Slip-N-Slide Records](#), [Panzerfaust Records](#), [Resistance Records](#), [Rap-A-Lot Records](#), [Hypnotize Mindz Records](#), e.t.c. From the outset, these companies demonstrated creative leadership, quality product and determination.

#### IV. [Industry Sales Volume in the United States](#)

The [United States](#) record business, which grossed two billion dollars in 1970, exploded to four billion dollars in sales by the end of 1978, with a unit volume of 726 million records and cassettes sold. Sales fell sharply over the course of the next six years, mainly due to the declining American economy and the popularity of home cassette taping. It wasn't until 1988, when unit volumes reached 726 million, that the industry exceeded the pinnacle reached ten years ago. Recent calculations of industry figures indicate more than 10 billion dollars in sales and a volume of more than 955 million units.

## Market Analysis

### I. **Atheos Records Marketing Goals & Objectives**

Ensure that each project achieves and sustains a “Top Ten” position on industry music charts while supporting and assisting non-profit organizations, charities, and community programs:

- ✦ Release and promote four singles and accompanying music videos, in addition to each full length CD/cassette; creating revenue streams for each album project .
- ✦ Utilize **Atheos Records** three phase marketing & promotion plan.
- ✦ Hire independent record promoters in each of four separate regions of the [United States](#).
- ✦ Utilize teams of publicists to coordinate print advertisements, and artists' public appearances, e.t.c.
- ✦ Dedicate advertisement space for non-profits on all **Atheos Records** products.
- ✦ Tie in **Atheos Records** recording artists for participation with non-profit organizations .
- ✦ Design and implement alternative education programs for community youth, e.t.c.

### II. **Atheos Records Marketing/Promotion Strategy**

Considering the amount of product released to the music/video market each month (i.e. 1,200 new releases) worldwide, it is crucial to ensure the visibility of each project. The financial success of an album can be guaranteed through the establishment of proper marketing and promotion budgets. However, without the dollars necessary *to win* success is a *crap shoot*. With properly established budgets, **Atheos Records** will generate large streams of profits from each of its projects. The marketing and promotion budget will be divided into twelve to fifteen-month campaigns, each consisting of three phases:

**Phase 1:** Begins with the creation of music videos for approximately three songs from the new album project. Once these have been shot and edited, the first “single” and its video counterpart will be released to the public. At this point independent promoters will canvas radio stations, video networks and dance clubs (i.e. depending on the genre of the release) to ensure proper air play for the first single. Within the next six weeks, a second “single” release will be promoted to the public. This strategy will enable **Atheos Records** to achieve two important outcomes: 1) increasing the number of “singles” that are sold in retail outlets, and 2) building anticipation for the release of the full-length CD/cassette.

**Phase 2:** Concentrates on the publicist, print advertisements and media exposure. Riding the momentum of the “single” releases, the market will be printed to hear and learn more about the artist(s) through articles in both trade and non-trade magazines, as well as radio, television and Internet interviews. Furthermore, the publicist will also be able to create valuable exposure for the charity/non-profit organization that the artist has chosen to assist and promote.

**Phase 3:** Begins with the release of the full-length CD/cassette. This will be accompanied by intense in-store and retailer co-op advertising. Retailer programs will be designed to acquire valuable listening posts, end-cap displays, window/wall posters, point of sale advertisements and co-op advertising in mailers and store circulars. Additionally, the third and fourth “singles” will be released during this phase. The systematic release of “singles” will sustain the artists popularity while increasing and prolonging sales of the full-length album. Furthermore, during Phase 3, the artists will make promotional appearances at clubs, retailers, radio stations and charity events in conjunction with scheduled concerts.

### **III. Atheos Records Radio Promotion**

Despite the fact that radio no longer possesses the sole influence on record sales, sharing the spotlight now with video resources, it is still a heavyweight medium for record promotion. With so many changes occurring in the radio/video industries - the sale of radio stations for tens of millions of dollars, for instance, along with the fragmentation of radio formats and escalating success of video, promoters have been forced to realize that they are in a business and must therefore approach their jobs in a far more business-like manner than is traditional. Promoters are now more concerned about the facts and figures rather than simply trying to impress program directors with the great new song they have to offer.

Major record labels utilize both in-house and independent promoters to assist in the effort to maximize the airplay of a new song or album. An in-house radio promotion staff makes financial sense assuming the company maintains a steady and consistent release schedule to a specific genre or radio format. Personal relationships with radio station format directors is the name of the game in this arena. Bombarded by new song and album releases each month, program directors are inclined to assist those with who they are familiar and friendly.

### **IV. Atheos Records Independent Promoters**

**Atheos Records** will utilize the services of outside radio promoters. Known as independents, these promoters have established networks and relationships with radio station program directors. Most independents position themselves and focus within a specific music genre. **Atheos Records** will create a network of independents who will be hired to interface with radio stations. Specifically, **Atheos Records** will create and design goal oriented and incentive based contracts with independent promoters.

Measurable criteria will include some of the following: peak chart position obtained, number of weeks on the charts on which a specified position was obtained. **Atheos Records** independent promoters will focus their efforts and attention on reporting stations. A reporting station is one that trade papers/magazines and tip sheet publishers telephone each week to learn which recordings were and are planned to be programmed. This information is gathered and tabulated from all around the world. It is presented to the public in the form of a chart which shows such information as current chart position, previous chart position, artist, record label, etc.

### **V. Atheos Records Broadcast Music Videos**

The promotion of pre-recorded music is inextricably bound to TV related transmissions of music, including conventional TV, cable, pay-cable and direct satellites. Sales are increased immediately when music is linked to visual entertainment, whether the medium is a movie musical, a TV broadcast or a music video. Broadcasts and cable companies now transmit dozens of video shows, and their impact on record sales is clear; videos not only increase record sales, they break new acts, and prolong the chart life of new recordings. In addition to canvassing radio stations, independent record promoters will also devote substantial time securing airplay for music videos. Boundary TV and similar outlets guarantee huge national exposure, just as with radio. **Atheos Records** will place heavy importance on music videos, considering the national and international reach of these networks. Music videos will offer exposure to those markets presently unexploited.



## **VI. Atheos Records Touring/Promotional Appearances**

Perhaps one of the most effective marketing tools, concerts and promotional appearances are instrumental in "breaking" a new act and creating a loyal fan base. Public relations personnel in conjunction with the artist's management will create and plan these promotional tours which will be directed toward the particular target market. For instance, the artist may make an appearance at a local record store, provide an interview for a radio station, and perform in a concert the same evening. In addition to the long-term benefit of creating a loyal customer base, **Atheos Records** will utilize these opportunities to immediately sell copies of the artist's project, as compact discs and cassettes will be available at merchandise tables at concerts and appearances.

## **VII. Atheos Records Dance Club Promotion**

Dance clubs are effective mediums to test market new recordings. Prior to the commercial release of mainstream singles, the songs will be distributed to clubs to test public response. Reed will work closely with its independent promoters to establish networks of clubs throughout the country which will be utilized to test new releases. Results from these activities will provide crucial information in a timely fashion, allowing the company to tweak (i.e. re-mix) a recording if necessary.

Furthermore, **Atheos Records** expects to increase sales by promoting music videos of new releases to be played in the clubs. Dancers who become surrounded by the club's multiple screens and overpowering sound systems may be stimulated to later walk into a store and purchase a copy of the product (i.e. audio or video) to continue enjoying the music at home.

## **VIII. Atheos Records Public Relations**

A key piece in the promotion of new product releases is the "creation of mass interest" in the marketplace. This is done in the motion picture industry with sneak previews, interviews with starring actors/actresses and directors, television commercials and print advertisements. The coordination of these activities is the responsibility of the publicist(s). **Atheos Records** will utilize publicists to create the buzz in the marketplace about new projects and artists. Initially, this important function will be outsourced to credible public relations firms, until such time that it is feasible to internalize this position at **Atheos Records**. Publicists will arrange and promote appearances and interviews (i.e. talk shows, industry publications, mainstream magazines) and create written materials and ad copy about the artist to catch public attention. Combined with concentrated airplay and print advertisements, the impact created from the publicist's strategy creates the most powerful advertisement, word of mouth. Music buyers who hear by word-of-mouth and hear the music on the radio are more inclined to enter a music store to make a purchase.

## **IX. Atheos Records Print Advertising**

Advertising campaigns will concentrate on the types of exposure that fashion designers have mastered in the realm of advertising. A variety of media will be used including print, broadcast, point-of-sale and direct mail. With a mass consumer product such as music, it is feasible to reach specified target segments by placing advertisements in mass print media-magazines and newspapers. Some advertising will be cooperative with the store and **Atheos Records** sharing costs. For example, a print page or media buy that promotes a **Atheos Records** product in conjunction with the retailer.

Co-op advertising may be paid all or in part by the retailer, who is reimbursed by **Atheos Records** from a co-op budget determined by the retailer's volume of purchases from the label. To justify the high expense, four **Atheos Records** releases will be pushed in one ad, thus pulling down the cost-per-thousand expense per release. From time to time, record stores may request that **Atheos Records** finance a print media campaign in their area. **Atheos Records** will initiate print ads when trying to coordinate advertising with the promotion of concert appearances by a **Atheos Records** artist.

#### **X. Atheos Records Community Outreach**

As a pillar of **Atheos Records**, community outreach will play an integral role in both the company and artist positioning. To this end each **Atheos Records** artist will be aligned with a specific charity or community organization. Supporting the company's philanthropic desires, artist participation will enhance public image while generating exposure and revenue for chosen charities. More specifically, a page inside each compact disc will be devoted to a charity or non-profit organization. Additionally, space on each artist's [World Wide Web](#) page will be reserved for a non-profit organization. Furthermore, **Atheos Records** will lend additional support to these charities through corporate fundraising opportunities and donations from company revenues.

#### **XI. Atheos Records Art Direction**

Also a crucial function, proper art direction can greatly enhance the image of a product, lending added power to the promotion and marketing strategies. Responsible for artistic layouts, print advertisements, compact disc design, j-card design, merchandise design and the creation and maintenance of the corporate identity; the creativity displayed by this department plays a key role in positioning and packaging the project to the consumer. Within the first few months of operations, this function will be overseen internally, with many of the specific projects being completed by independent graphic artists. This will minimize **Atheos Records** overhead expenses while maintaining the highest level of creativity.

#### **XII. Atheos Records Retailer/Co-op Advertising**

Traditional distribution channels into music related retail establishments enable **Atheos Records** the opportunity to reach retail outlets throughout the world. **Atheos Records** will closely coordinate product launches and utilize the distributor's clout with retailers to design specific strategies for enhancing advertising and marketing presence within retail establishments. These strategies will focus on point-of-sale advertisements, in-store advertising opportunities, print, radio and television co-op opportunities.

One such strategy to be implemented once the company has several artists on the market, will be presenting retailers with the opportunity to place an attractive **Atheos Records** aisle end-cap display in the establishment. The display is intended to promote four to five **Atheos Records** artists' compact discs simultaneously. **Atheos Records** will also design other in-store advertisements such as counter-top point-of-sale advertisements, window posters and banners. In addition to listening posts (i.e. product displays which allow a potential buyer the opportunity to sample the product prior to purchase), **Atheos Records** artists and products will also be advertised in retailer newsletters and bulk promotional mailings to the public.

### **XIII. Atheos Records Alternate Distribution Outlets**

**Atheos Records** will conduct all distribution outlets by contacting and following up with independent record stores in the Southeast. In addition, **Atheos Records** will try to attain a regional distributor based on the strength and record sales of its artist Saint Max.

**Atheos Records** will handle publicity, radio, and retail promotions. It will send records to select music publications across the country; then, follow up with those publications to make sure they received the records and to see if they plan to review the records, run a show preview, or run a story on its artist [Saint Max](#). The primary concentration will be on Southeast publications. **Atheos Records** will provide a list of publications for its artist Saint Max to contact for networking approval while its artist Saint Max will be responsible for his own tour promotion.

**Atheos Records** will send the record to select radio stations across the country; then, follow up with those stations within a month to make sure they received the record and to see if the record is receiving any airplay. **Atheos Records** will also try to arrange on-air interviews or show performances with its artist [Saint Max](#) while merging its music with mime, poetry, dance, Secular preaching, stand-up comedy, rap concerts, and drama in a package called “**DEVIVAL(S)**” which typically occur at popular nightclubs, dancehalls, festivals, e.t.c. The primary concentration will be on radio stations in the Southeast (i.e. [SEE EXHIBIT, Table 2: Marketing Analysis](#)).

Since **Atheos Records** wants to present a consistent image and sound, all label artwork will be done by independent [Graphic Artists](#) and with special exceptions, all recording will be done in-house or through professional recording studios.

After **Atheos Records** establishes a solid and profitable regional base it will expand to include the entire national market and then try to break through internationally. For the next five years, however, **Atheos Records** concentration will be in the Southeast. **Atheos Records’** audience fits the following description:

- ✚ They like and frequently go see a Saint Max performance.
- ✚ They are either high school students or college students who work in the sciences and art industry.
- ✚ They purchase most of their records at shops that either specialize in or stock a large variety of atheist music.
- ✚ They go to dance or music clubs several times a month.

Writing atheistic songs, providing message board forums, games, and sponsorship services is a powerful but usually overlooked entertainment and educational tool. Music brings people together by creating community spirit, stirring the emotions and educating the heart not just the head. Religious/Spiritual leaders understand this lesson very well and use music as an essential part of religious/spiritual training. Since many atheist rappers have provided moving songs for their groups there is no reason why atheists cannot also create new words to the stirring music of hip-hop. Indeed, this is precisely what [Leandrew Dixon](#) does in writing lyrics for the least known of all Atheist hip hop tunes ‘**The Greatest Placebo**’ (i.e. copyright 2008 [Leandrew Dixon](#)):

“We’ve waited too long,  
to bring about the second ‘Age of Reason’.  
And I got 80 reasons!  
To not be afraid of speaking,  
even though they say it’s treason.  
Gotta slay these demons,  
that there’s symbolic.  
If you share this knowledge!  
Atheist and Agnostics,  
it’s time to come out the closet.”

[Dixon, Leandrew. “The Greatest Placebo”. <http://www.youtube.com/chameleonld>, YouTube.com; 2008]

Additionally, **Atheos Records** is examining the prospect of distributing products through network marketing channels. The recent explosion of network marketing concepts has produced millions of distributors and consumers worldwide, providing an effective means to reach the public. The distribution breadth of individual companies will be evaluated to determine if access can be gained to selected target markets. Furthermore, **Atheos Records** will seek to distribute its products nationally through [EvolveFish](#). An established [Colorado](#) based business enterprise dedicated to countering the destructive aspects of religious zealotry established in 1993, this company provides an excellent vehicle for the distribution of [Atheist](#) and [Freethought](#) products.

#### **XIV. Atheos Records Motion Picture Tie-ins**

**Atheos Records** will submit songs to motion picture studios as an additional means to provide promotional support for **Atheos Records** projects. The promotional mileage created from being included on a soundtrack for a major motion picture is enough to assist in moving several hundred-thousand copies of the album.

#### **XV. Atheos Records Internet**

In response to the growing popularity and necessity for a presence on the Internet, **Atheos Records** will create and design a web presence for itself. Utilizing the latest web site technology, **Atheos Records** web site will be intended to advertise the company, announce and advertise new releases, sell company products and merchandise and offer e-mail communication. Furthermore, utilizing the latest technology, visitors to the web site will be able to sample music clips from **Atheos Records** artists. Management has secured a domain name for the site. Furthermore, **Atheos Records** will create space on its web site for each artist signed to the company. Allowing for increased public exposure, the public will be able to learn more about the artist or group. Additionally, space will be provided to promote chosen non-profit organizations and charities through this electronic medium.

#### **XVI. Atheos Records Mailings, Telephone Follow-Ups**

**Atheos Records** independent promoters will mail promotional copies of the product to a large number of radio, cable and TV outlets. Independent promoters have the experience and the established networks to use select mailing lists, ones that include mostly influential stations or stations where the promoters possess person contacts. Mail campaigns will be followed by telephone calls. The success of this kind of telephone follow-up will be based upon the suitability of the recordings mailed, and the already established rapport between our promoters and the radio/TV programmers.

## **XVII. Atheos Records Press**

**Atheos Records Press** mission is to break the molds of traditional publishing, print-on-demand publishing, Atheist publishing and mainstream African American or other cultural imprints and instead combine elements in each genre for ultimate success. **Atheos Records Press** catalog will feature: **A).** cultural fiction, **B).** Urban Atheist Fiction, **C).** Atheist Fiction, mainstream, children's books, autobiographies/personal stories, educational/instructional and motivational/Inspirational Living, e.t.c.

## **XVIII. Atheos Records Press Distance Career Education**

**Atheos Records Press** [Distance Education](#) program examines compelling data that indicates the murder of [Madalyn Murray O'Hair](#) involved a plot carried out by sinister members of our society (i.e. [David Waters](#), the [Catholic Vatican Church](#), [F.B.I.](#), [Richard O'Hair](#), [William Murray O'Hair](#), e.t.c.). To graduate from this program a student must have answered all 74 Lesson Assignments (i.e. 700+ Questions), a comprehensive term paper (i.e. 5+pages), scholarly research paper (i.e. 10+pages), or dissertation (i.e. 15+pages) including completion of a [Conspiratorial Crime Report](#) as a final exam is required. **All written papers will be archived!**

## **XIX. Atheos Records Shop Franchise**

**Atheos Records Shop** mission is to provide a combination of new and used records. From vinyl, compact discs and cassette tapes. **Atheos Records Shop** will even sell iPods and related products, along with a movie section and posters. **Atheos Records Shop** must be in an area that isn't served by a music or record store. It should also be located in a hip place for young people. **Atheos Records Shop** will be frequented the most by those in the know on the music scene. This isn't always the younger crowd; but, it often is! Terrence Ward, **Atheos Records Shop** owner, will be looking to buy a location if he has the available funds and plan on staying in the business long-term. For short term businesses or businesses starting on small funds Terrence Ward will be looking to lease. It's very important to network with other small business owners in the area, e.t.c.! After securing the mortgage or lease at **Atheos Records Shop**, Terrence Ward must introduce himself to his neighbors. Remember! **Atheos Records Shop** needs to have a steady stream of products (i.e. natural foods, t-shirts, hats, movies, album records, e.t.c.) on its shelves, computers and cash registers. There also needs to be shipping system with [FedEx](#) or [UPS](#); so, **Atheos Records Shop** customers could receive music the next day from other cities if not readily available in store. Terrence Ward will hire employees up to a month before opening! He will need help to stock, prepare and plan **Atheos Records Shop**. He would want to make sure that he hires only a few; but, to hire more people than he can afford or need isn't wise. Part-time employees come and go (i.e. particularly young people or students)! Terrence Ward will choose people who are qualified and are hard workers. He will refrain from getting too personal in the hiring process! Terrence Ward understands that he doesn't have to be best friends with his employees; yet, he will respect their work ethic and hard work for **Atheos Records Shop**. Three months after Terrence Ward finds a location for **Atheos Records Shop** he will need to print up grand opening fliers and post them everywhere, starting with the immediate area (i.e. local neighborhood stores, barbershops, nail shops, shopping centers, e.t.c.). Terrence Ward, to ensure visibility of **Atheos Records Shop**, seeks to paint his entire building [Royal Purple](#) or [Daffodil Yellow](#) to stand out above the rest. **Atheos Records Shop** must be noticeable; therefore, the goal is to use the acquired profits to rebuild every church, synagogue, mosque, and temple into an **Atheos Records Shop** franchise.

## XX. Atheos Records Target Demographics

**Atheos Records** consumers can be located in seven sectors (i.e. marital status, educational attainment, ethnic makeup, political affiliation, income, age, gender, e.t.c.) [[1, ARTIST DASHBOARD](#)]. **Atheos Records** consumers age range is between 18-29 for young adults. The genders of **Atheos Records** consumers include male and female; but, men occupy a larger segment than women. Racially speaking its consumer base varies among different ethnic communities; yet, [Asian Americans](#) occupy a huge piece of that territory.

Citing the landmark report based on the [American Religious Identification Survey](#) [[2, ARIS](#)] carried out during the months of February-November 2008 has just been released in 2009. The [ARIS](#) report is an enormous study that questioned 54,461 [American](#) citizens in [English](#) or [Spanish](#) to assemble a broad picture of religious belief and disbelief in the United States, building on previous surveys from 1990 and 2001. Key highlights of the [ARIS](#) 2008 report are as follows:

- ✚ The 1990s was the decade when the *secular boom* occurred- each year 1.3 million more adult Americans joined the ranks of the Nones. Since 2001 the annual increase has halved to 660,000 a year.
- ✚ Whereas Nones are presently 15% of the total adult U.S. population, 22% of Americans aged 18-29 years self-identify as Nones.
- ✚ In terms of *Belonging* (i.e. self-identification) 1 in 6 Americans is presently of No Religion, while in terms of *Belief and Behavior* the ratio is higher around 1 in 4 Americans.
- ✚ Regarding belief in the divine, most Nones are neither atheists nor theists; but, rather agnostics and deists (59%) and perhaps best described as skeptics.
- ✚ The most significant difference between the religious and non-religious populations is a gender gap:
  - Whereas 19% of American men are Nones only 12% of American women are Nones.
  - The gender ratio among Nones is 60 males for every 40 females.
  - Women are less likely to switch out of religion than men.
  - Women are also less likely to stay non-religious when they are born and raised in a non-religious family.
- ✚ Most Nones are 1st generation- only 32% of "current" Nones report they were None at age 12.
- ✚ 24% of current Nones (i.e. and 35% of 1st generation or "new" Nones) are former Catholics.
- ✚ Geography remains a factor - more than 1 in 5 people in certain regions (i.e. the West, New England) are Nones.
- ✚ Class is not a distinguishing characteristic! Nones are no different from the general population by education or income.
- ✚ Race is a declining factor in differentiating Nones. Latinos have tripled their proportion among Nones from 1990-2008 from 4% to 12%.
- ✚ The ethnic/racial profile of Nones shows Asians, Irish and Jews are the most secularized ethnic origin groups. 1/3 of the Nones claim Irish ancestry.
- ✚ Nones are much more likely to believe in human evolution (61%) than the general American public (38%).



- ✚ Politically, 21% of the nation's independents are Nones, as are 16% of Democrats and 8% of Republicans. In 1990, 12% of independents were Nones, as were 6% of Democrats and 6% of Republicans.
- ✚ The American population self-identifies as predominantly christian; but, Americans are *slowly* becoming *less* Christian.
- ✚ The challenge to Christianity in the U.S. does not come from other religions; but, rather from a *rejection* of all forms of organized religion.
- ✚ The United States population continues to show signs of becoming *less* religious, with one out of every five Americans failing to indicate a religious identity in 2008.
- ✚ *Asian Americans* are substantially more likely to indicate no religious identity than other racial or ethnic groups.
- ✚ Overall the 1990-2008 ARIS time series shows that changes in religious self-identification in the first decade of the 21<sup>st</sup> century have been *moderate*.

## XXI. **Atheos Records Market Risk**

The greatest risk **Atheos Records** expects to face today is marketing. **Atheos Records** feel it can overcome this risk because of consumer demand. The opportunities before **Atheos Records** are significant! **Atheos Records** has the opportunity to dominate a niche in the marketplace. As a record label **Atheos Records** understands the limitations on marketing its particular brand (i.e. Southeast Atheist Rap Music) to the choir.

A major expectation for **Atheos Records** success will be its ability to link Atheist music with the good of the Atheist cause. Understanding the importance of creating a project with a goal for Atheist, sometime in the near future **Atheos Records** plan to announce “**PROJECT SECULAR AMERICA**,” (i.e. January 1<sup>st</sup>, April 13<sup>th</sup>, June 17<sup>th</sup>, August 6<sup>th</sup>, September 29<sup>th</sup>, October 13<sup>th</sup>, November 25<sup>th</sup>) an explicit attempt to target 5-to-10 *influential* middle school students, high school students, college students, promoters, tastemakers, part-time workers, spare-time moms, promotional models, actors/artists, and hipsters for recruitment (i.e. Street Team [**Brand Ambassadors**]) paying a flat fee rate (i.e. \$50-\$100). The work-for-hire recruits will be used as a conduit to their respective neighborhoods, due to their stronger influence their peers will look to them for “what's hot” or “what's the next hot thing”. The recruit will be directed to advertise on the streets to make **Atheos Records** more popular through word-of-mouth and hype. Job responsibilities of the hired recruit are limited to:

- ✚ Placing stickers and posters in their communities.
- ✚ Bringing friends to the shows, concerts, e.t.c.
- ✚ Convincing friends to buy products.
- ✚ Phoning their local radio stations to request airplay.
- ✚ Bringing vinyl and CDs to local DJs.
- ✚ Posting to band forums and bulletin boards online.
- ✚ Maintaining zines or websites dedicated to **Atheos Records**.

**Atheos Records** is seeking to distribute “sampler CD’s”, or “special compilation CD’s” of [SouthEast Atheist Rap Music](#) that it will offer for sale just pennies (i.e. ¢15) on the dollar, intending that Atheist groups would buy large numbers of the CD and distribute them to middle school students, high school teenagers between the ages 13-19, college students, concerts, and other venues. By disguising the content of the CD **Atheos Records** will attempt to make the design inconspicuous and not overtly atheistic...so that it will be able to fly below the radar of teachers and other observers.



Knowing and understanding how to reach outside of the secular community into mainstream is imperative to getting the Atheist message across. As a single entity **Atheos Records** will be looking at how to market itself within the religious community, so that they understand what and how **Atheos Records** does what it does. The greatest challenge in today's alternative social world is to know how to speak in any forum and make sense to those who know nothing about **Atheos Records** vision of a secular society. **Atheos Records** owner Terrence Ward will gain notoriety for himself and his company **Atheos Records** in the [South East](#) by collaborating with various record label(s) or artist(s) through its compilation albums *South East Bad Boyz Vol 1 & 2*.

After achieving success in the [South East](#) Terrence Ward will expand **Atheos Records** to recruit new music artist(s) in other regional states. If **Atheos Records** is able to overcome this risk, the company has the opportunity to dominate a niche in the marketplace, and become a major force in the hip-hop industry. **Atheos Records** feels its brand could become known as the place both academics and laymen look for [SouthEast Atheist Rap Music](#). **Atheos Records** will attempt to achieve this goal within the next five years.

## **XXII. Atheos Records Competition Research:**

**Atheos Records** competes directly with four enterprises (i.e. [SEE EXHIBIT, Table 3: Competitive Analysis I](#)). In general **Atheos Records** competition has established credibility in the marketplace. Past history would indicate the groups have considerable experience. They appear to have a very strong commitment to the marketplace; however, "current conditions place some in a position that, if necessary, abandoning the market is an acceptable alternative." [20][21]. They have basic skills to successfully compete in the market and if history is any indicator, they will respond to **Atheos Records** market entry efforts in an aggressive manner. This group of competitors will present a high risk challenge to **Atheos Records**. A summary of eight aspects of these competitors is given (i.e. [SEE EXHIBIT, Table 4: Competitive Analysis II](#)). Nevertheless, **Atheos Records** has the least number of inhibiting factors with respect to customer service, product direction, marketing strength, and freedom of action (i.e. [SEE EXHIBIT, Table 5: Competitive Analysis III](#)).

## **XXIII. Atheos Records Marketing Summary**

The promotion and marketing facets of the record business are vital to **Atheos Records** overall success. A quality product is only the first step in the equation for hit records, videos and programming. **Atheos Records** will ensure its financial success through consistent and balanced marketing strategies designed to reach desired target markets.

## Operational Plan

**Atheos Records** product and service (i.e. [SEE EXHIBIT, Table 1: Product & Service Analysis](#)) is manufactured in house, assembled in house with components from various vendors, services *soon to be* provided by its staff, subcontracted to field consultants, and/or staffing agencies e.t.c. Critical factors in the production and delivery of its product and service are equipment and supplies (i.e. [SEE EXHIBIT, Table 6: Equipment & Supplies](#)).

### Staffing:

For **Atheos Records** to have a chance of success, it's future goals are to contract experienced professionals in their chosen fields with *at least* 3 years of experience or relevant coursework. **Atheos Records** is looking to save on time and money! Therefore, **Atheos Records** needs individuals to work on an *as needed* hourly basis, which saves **Atheos Records** from paying an employee to wait for work. This is an affordable alternative to hiring full-time or part-time staff. **Atheos Records** wants individuals who can provide top level skills! **Atheos Records** seeks to enlist 11 women who have a combined 42 years of work experience and/or related educational achievements:

Independent Contractors	Age	Contract
[A], Marketing Representative	3	\$19,000
[B], Financial Aid Advisor	3	\$29,000
[C], Attorney	3	\$23,000
[D], Graphic Designer	3	\$23,000
[E], Public Relations Counselor	3	\$23,000
[F], Sound Engineer	3	\$20,000
[G], Music Arranger	3	\$18,000
[H], Webmaster	3	\$20,000
[I], Commercial Artists	3	\$19,850
[J], Bookkeeper	3	\$19,160
[K], Rehearsal/Recording Studio	3	\$23,400
[L], Music Administrator	3	\$19,000
[M], Office Manager	3	\$23,000
[N], Career Specialist	3	\$25,000

### **Production & Delivery:**

All production and distribution will be done through a small [Florida](#) area **Atheos Records Shop** and/or contracting independent professional sound engineers. If using the latter **Atheos Records** will purchase a 5-hour-to-3 day block of time for its artist [Saint Max](#) to record. **Atheos Records'** artist [Saint Max](#) is responsible to come into the studio prepared. This means that Saint Max will have to do the following:

- ✚ Determined what songs he will record in what order and have practiced those songs for at least twenty hours in the past two weeks.
- ✚ Predetermined the tracks designations and beats per minute.
- ✚ Repaired his instruments-no humming amps, etc.
- ✚ Purchased necessary accoutrements such as strings, picks, sticks, and batteries.

Unless **Atheos Records** finds a company that offers comparable value for the price (i.e. \$490.00 for 7-12 songs), **Atheos Records** will do all its mastering and pressing in-house. It will provide both the artwork and the master simultaneously.

By doing this **Atheos Records** will avoid any problems with artwork while providing proofs within two-and-a half weeks. It can also have records delivered to outside distributors within 30 days of receiving the artwork and master. All CDs will be placed in clear plastic sleeves and have a one page CD insert, and a CD label.

All artwork will be contracted to professional [Graphic Artists](#) on a freelance basis using the following criteria:

- ✚ They will use templates provided by **Atheos Records** for CD inserts that he will have designed before **Atheos Records'** artist [Saint Max](#) finishes recording. They will receive all needed elements for the insert one month before the design is due. They will provide **Atheos Records** with concepts one week after he receives the elements and a proof on the day **Atheos Records'** artist [Saint Max](#) starts recording. All CD inserts must include the following information: recording copyright notice; artwork copyright notice; song lyric copyright notice; trademark notice; credits for artwork and producer; songwriter and music publisher; **Atheos Records'** logo, address, website address; catalog number and barcode.
- ✚ While the record is being pressed, They will also design a promotional poster for the band. They will receive all needed design elements two weeks before **Atheos Records'** artist [Saint Max](#) goes into the studio, provide concept proofs one week after he receives the materials, and provide press proofs the week **Atheos Records** artist [Saint Max](#) finishes recording. The posters will be sent to record stores for free and given to the artists to promote shows.

Initially, **Atheos Records** will conduct all distribution by contacting and following up with independent record stores in the Southeast. While the record is being pressed, it will try to get advanced orders by sending out an announcement of the record and one sheet to regional record store buyers. Once the initial shipment of CDs arrives **Atheos Records** will ship advance orders and promotional posters.

All initial orders must go out on the same day so no record stores feel cheated. After the first shipment is sent or dropped off, **Atheos Records** will personally visit all record store buyers who did not make an initial purchase to give them a promo, artist one sheet and either get an order on the spot or follow up with a request for an order within a week. All deliveries must be recorded and a receipt for the number of CDs taken will be presented to the buyer. **Atheos Records** will follow up with all record stores on a biweekly basis to see if they need new stock. It is assumed most records will be purchased on consignment!

If outside distributor(s) are needed **Atheos Records** will contract pressing and distribution deals through major industry distributors as [Universal Motown Records](#), [Universal Island Records](#), [Columbia Records](#), [Fontana Distribution](#), [Priority Records](#), [Interscope Records](#), [E1 Music](#), [Atlantic Records Group](#), [WEA International Inc](#), [Virgin Records](#), [Asylum Records](#), [Koch Records](#), or [Guttar Music Entertainment](#) maintaining at least 75- 100% of its royalties, publishing revenues and ownership of all masters'.

# FINANCIALS

**PERSONAL FINANCIAL STATEMENT I: ATHEOS RECORDS**

<b>ASSETS</b>	
<b>ASSETS</b>	<b>AMOUNT IN DOLLARS</b>
Cash (i.e. Checking Accounts, e.t.c.):	\$ 0
Cash (i.e. Saving Accounts, e.t.c.):	\$0
Certificates of Deposits:	\$ 0
Securities (i.e. Stocks, Bonds, Mutual Funds, e.t.c.):	\$ 0
Notes & Contracts Receivable:	\$ 0
Life Insurance (i.e. Cash Surrender Value, e.t.c.):	\$ 0
Personal Property (i.e. Autos, Jewelry, e.t.c.):	\$500.00
Retirement Funds (i.e. IRA's, 401K, e.t.c.):	\$ 0
Real Estate (i.e. Market Value, e.t.c.):	\$ 0
Other Assets (i.e. Precious Metals):	\$500,000.00
Other Assets (Specify):	\$ 0
<b>TOTAL</b>	<b>\$ 500,500.00</b>
<b>LIABILITIES</b>	
<b>LIABILITIES</b>	<b>AMOUNT IN DOLLARS</b>
Current Debts (i.e. Credit Cards, Loans, e.t.c.):	
Notes Payable (i.e. Section II):	\$10,486.00
Taxes Payable:	\$0
Real Estate Mortgages (i.e. Section II):	\$ 0
Other Liabilities (i.e. Utilities, Rent, e.t.c.):	\$ 0
<b>TOTAL LIABILITIES</b>	<b>\$369.00</b>
<b>NET WORTH</b>	<b>\$10,855.00</b>
<b>TOTAL</b>	<b>\$10,855.00</b>
<b>SOURCES OF INCOME &amp; CONTINGENT LIABILITIES</b>	<b>AMOUNT IN DOLLARS</b>
Employment Salary:	\$60,000.00
Net Investment Income:	\$0
Real Estate Income:	\$ 0
Other Income (i.e. FAC Benefits, Siblings, Spouse, EUC, e.t.c.):	\$0
As Endorser or Co-Maker:	\$0
Legal Claims & Judgements:	\$0
Provisions of Federal Income:	\$0
Other special Debt:	\$0
<b>TOTAL</b>	<b>\$60, 000.00</b>

**PERSONAL FINANCIAL STATEMENT II: ATHEOS RECORDS**

<b>ASSETS, LIABILITIES, AND CREDIT STATUS DETAILS</b>						
<b>NOTES &amp; CONTRACTS HELD</b>						
From Whom Owing	Balance Owing	Original Amount	Original Date	Monthly Payment		Maturity Date
	\$0	\$0		\$0		
	\$0	\$0		\$0		
<b>SECURITIES: STOCKS/ BONDS/ MUTUAL FUNDS</b>						
Name of Security	Number of Shares	Cost	Market Value	Date of Acquisition	X	X
		\$0	\$0		x	x
<b>STOCKS IN PUBLICALLY HELD COMPANIES</b>						
Company Name	No. of Shares	\$Invested\$	Market Value	Stock Symbol	X	X
Medical Marijuana, Inc				OTN: MJNA	X	X
Cannabis Science, Inc				OBB: CBIS	X	X
<b>REAL ESTATE</b>						
Description/Location	Market Value	Amount Owing	Original Cost	Purchase Date	X	X
	\$	\$	\$		X	X
	\$	\$	\$		X	X
<b>NOTES PAYABLE TO BANKS, CREDITORS, AND OTHERS</b>						
Name of Creditor	Original Amount	Original Date	Present Balance	Monthly Payment	Status	Expiration
Portfolia Recovery Associates	\$940	Aug-05	\$975	\$376	Open	Jun-14
First Premier Bank	\$300	Jan-10	\$413	\$0	Open	Dec-16
Miami Dade College	\$4,000	Mar-06	\$4,000	\$0	Deferred	N/A
Sallie Mae	\$2,625	Jul-03	\$2,955	\$52	Deferred	Jan-17
<b>MORTGAGE/ REAL ESTATE/ LOANS PAYABLE</b>						
Name of Creditor	Amount Owing	Original Amount	Monthly Payment	Interest Rate		Secured by (i.e. Leine)
<b>CREDIT REPORT</b>						
Name of Agency	Telephone	Date	Score	Explanation	x	x
Fair Isaac and Co. (FICO)	1-800-319-4433				x	x
Equifax	1-877-576-5766				x	x
Experian	1-888-322-5583				x	x
TransUnion	1-800-916-8800				x	x

**SIGNATURE:****DATE:**



**STARTUP EXPENSES & CAPITALIZATION**

**PLEASE SEE  
STARTUP EXPENSES &  
CAPITALIZATION  
EXCEL SPREADSHEET**

**FINANCIAL PLAN**

**PLEASE SEE  
FINANCIAL  
PLAN  
EXCEL SPREADSHEET**

# EXHIBITS

## A. ATHEOS RECORDS COVER LETTER & RESUME

FIG 1: ATHEOS RECORDS COVER LETTER

# WHO AM I?

**C.E.O.: Recording Artist of Atheos Records**

# WHAT HAVE I DONE?

**Terrence Ward** has a record of increased responsibility, variety in job assignments, and solid accomplishments:

- ☑ Provided customer support for shipping and receiving of digital audio, literature (i.e. [FED EX Express](#), [USPS WorldShip](#), and [DHL Ground](#)), warehouse maintenance, upkeep and inventories. Analyzed customer inquiries using automated diagnostic programs (i.e. [AvanQuest MyDatabase](#), and [Mail Order Manager](#)), and resolved recurrent difficulties. Read through, research, and responded to CRM tickets for direct mailings and correspondence.
- ☑ Produced and developed full length CD album(s), including album lyrics and self-published business plan utilizing automated software (i.e. [Microsoft Word](#), [Publishing Manager](#), [CD Stomper Pro](#), and [Music Creator 5](#)) to securing copyrights while seeking capital funding through public or private sectors (i.e. [Leadership Grants of America](#), [SCORE](#), e.t.c.).
- ☑ Designed business modeling schematics for office chapters projected to be located throughout the Southeast utilizing virtual reality walkthrough technology (i.e. [FloorPlan 3D](#)).

# WHAT I CAN DO FOR YOU!!!!!!

**Terrence Ward** saves you time and money. I work on an as needed hourly basis, which saves you from paying an employee to wait for work. An affordable alternative to hiring full-time or part-time staff. Providing top level song writing skills to busy professionals or organizations:

- ☑ Generate lyric ideas and find evocative new ways to express and organize them.
- ☑ Enrich the aspirations of Atheist both nationally and internationally through the market of Hip Hop Music.
- ☑ Develop verses, manage repetition, handle point of view, and organize ideas into effective form.

**Outstanding references from industry professionals and institutions available upon request.** Inquiries invited from qualified serious individuals, businesses and institutions. My salary requirement is \$60,000 (i.e. [\\$30.00 H/R](#)). I am open to negotiation or willing to accept flat fee rate.



Atheos Records Press  
**"Atheos Records: Business Plan"**  
 By: Dr. Terrence Ward  
 February 20<sup>th</sup> 2010  
 Special Sale Price: \$69.99

**Terrence Ward**

P.O. Box 173184  
 Miami, FL 33017  
 (786) 443-7398

[Tward83@yahoo.com](mailto:Tward83@yahoo.com)



**Saint Max**  
**"Revolt In 2100 Discography"**  
 By: Dr. Terrence Ward  
 August 6<sup>th</sup> 2011  
 Sale Price: \$9.99

FIG 2: ATHEOS RECORDS RESUME

<p><b>*Professional Competencies*</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> E-Commerce</li> <li><input checked="" type="checkbox"/> Self-Employed Tax Solutions</li> <li><input checked="" type="checkbox"/> SouthEast Atheist Rap Music</li> <li><input checked="" type="checkbox"/> Computer Specialist Help Desk</li> <li><input checked="" type="checkbox"/> Desktop Publishing</li> <li><input checked="" type="checkbox"/> Writing Better Lyrics</li> <li><input checked="" type="checkbox"/> Political Analysis</li> <li><input checked="" type="checkbox"/> Math Smart: Basic Math</li> <li><input checked="" type="checkbox"/> Radio Production</li> </ul>	<p><b>DEDICATED TO SOUTHEAST ATHEIST RAP MUSIC</b></p> <p>Dr. Terrence Ward is a results oriented <u>Songwriter</u> capable of meeting demands in today's automated recording studios, sound labs, e.t.c. Ensuring proper procedures are being followed while applying the ethics of the <u>Recording Artist</u> profession. I would appreciate an opportunity to interview for available recording sessions! I prefer to work in a stimulating environment conducive to music...unlocking an abundance of fresh unexpected rhymes or dynamic verses.</p>	<p><b>DR. TERRENCE WARD P.O. Box 173184 Miami, FL 33017 • (786) 443-7398</b></p> <p><b>• <a href="mailto:Tward83@yahoo.com">Tward83@yahoo.com</a> • <a href="http://Youtube.com/AtheosRecords">Youtube.com/AtheosRecords</a></b></p>
<p><b>ATHEOS RECORDS GENRE OF MUSIC</b></p> <p>➤ <b>SouthEast Atheist Rap Music</b> is a monolithic, new <u>Secular</u> genre of music that arose in a predominantly white <u>Republican English</u> speaking <u>European Catholic</u> community of the <u>State of Florida</u> in 2006. Its artist(s) market <u>SouthEast Atheist Rap Music</u> with independent <u>Sound Engineers</u> and are known as <u>Atheologians</u>.</p>		
<p><b>EDUCATION PROFILE</b></p> <p><b>*Diploma Awards/College Credit Hours*</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> 3 Credit Hours: <b>Radio Broadcasting</b>-Miami Dade College [Miami, FL]</li> <li><input checked="" type="checkbox"/> 3 Credit Hours: <b>Radio Production</b>-Miami Dade College [Miami, FL]</li> <li><input checked="" type="checkbox"/> 3 Credit Hours: <b>Radio Program Operations</b>-Miami Dade College [Miami, FL]</li> <li><input checked="" type="checkbox"/> 3 Credit Hours: <b>Radio &amp; Television Announcing</b>-Miami Dade College [Miami, FL]</li> <li><input checked="" type="checkbox"/> Diploma of Science: <b>English Law</b>-The College of Management Science [London, UK]</li> <li><input checked="" type="checkbox"/> Certificate of Science: <b>Conspiratorial Studies</b>-American Institute of Metaphysics [Jonesboro, GA]</li> <li><input checked="" type="checkbox"/> Diploma of Science: <b>International Business</b>-The College of Management Science [London, UK]</li> <li><input checked="" type="checkbox"/> Honorary Doctorate: <b>Secular Studies</b>-Atheist University [Huntington, WV]</li> <li><input checked="" type="checkbox"/> 60 Credit Hours: <b>Information Technology</b>-Miami Dade College 2.4 GPA [Miami, FL]</li> <li><input checked="" type="checkbox"/> High School Diploma-South Florida International Academy, 3.0 GPA [Miami, FL]</li> </ul>		
<p><b>TESTIMONIAL PROFILE</b></p> <ul style="list-style-type: none"> <li>✓ "Wow! That's Deep." [Rawality. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "Loving the sound...keep it up!" [Tigger Bouncy. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "Your music is bumping. Can anyone say collabo?." [Atheist Flow. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "Wow! Talk about the excellent sound production to top it off. I really liked the song. Did I admit that?" [Wendy. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "About time some more people rap about Atheism. Keep it up brother!" [C.J.R.. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "I love your music. Keep it up!" [Charrelle McLaurin. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "I heard your music. You're very creative." [Charlie Check'M. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> <li>✓ "Jovially awesome music!" [Angie. "Atheos Records: Comments Page". <a href="http://myspace.com/atheosrecords">myspace.com/atheosrecords</a>, Atheos Records Fan Testimonials, 2009]</li> </ul>		
<p><b>LANGUAGE PROFILE</b></p> <ul style="list-style-type: none"> <li>✓ Fluent Ebonics</li> <li>✓ Fluent English</li> </ul>		
<p><b>TECHNICAL PROFILE</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> EBayPower Seller Strategy Guide 2006</li> <li><input checked="" type="checkbox"/> BlackBelt Web Marketing Guide 1999</li> </ul>		



## B. ADVERTISING MATERIALS

Figure 1: Front Cover Insert I

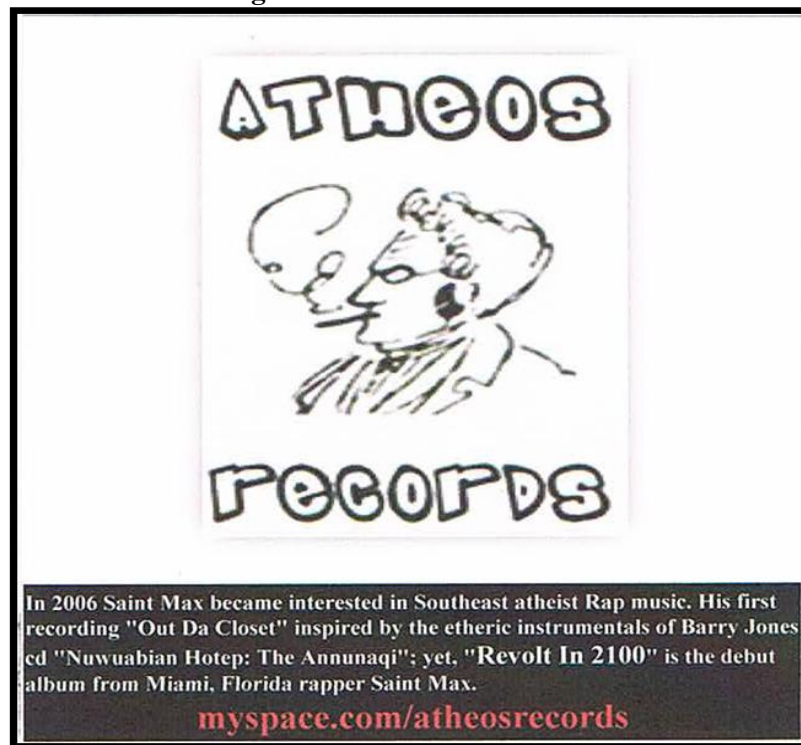


Figure 2: Back Cover Insert I

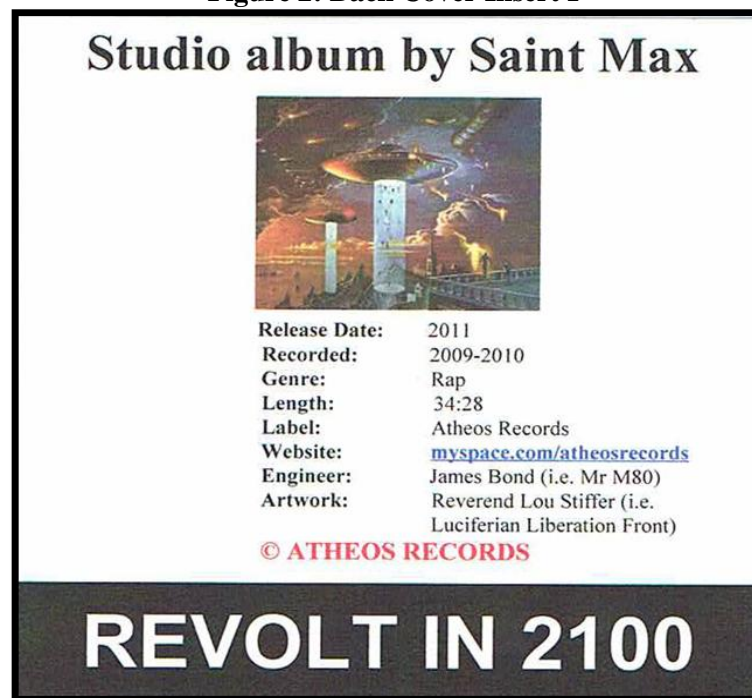




Figure 3: CD Cover Insert I

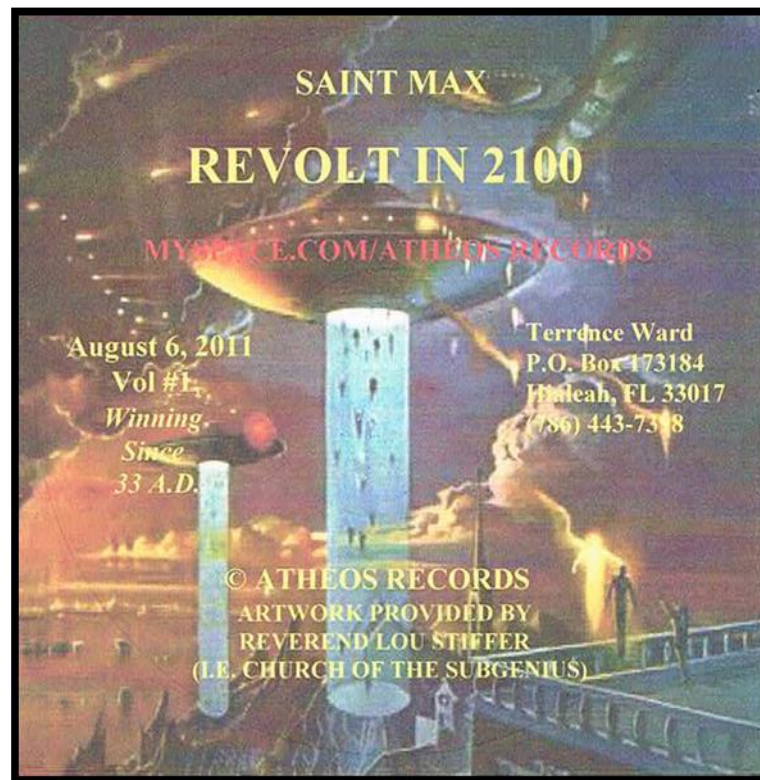


Figure 4: Back Cover Insert II

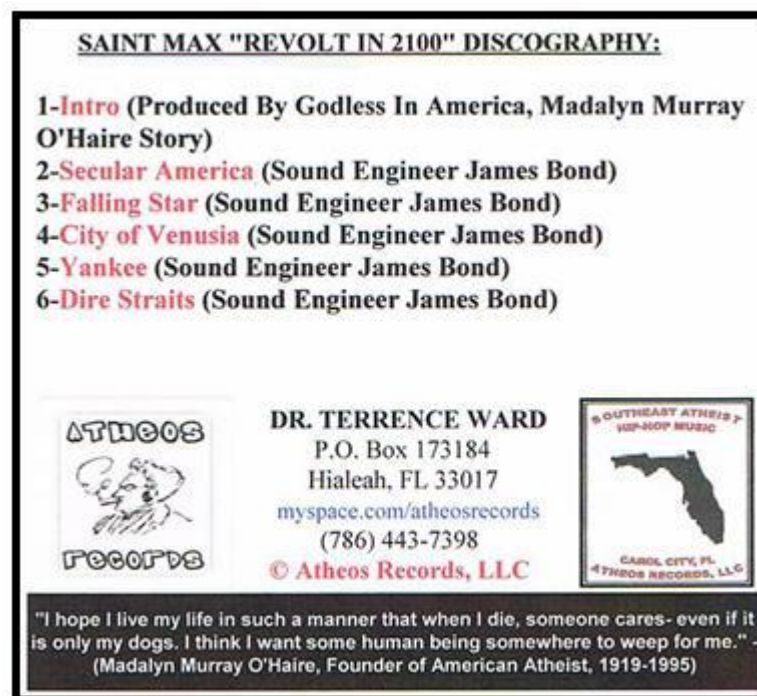


Figure 5: Front Cover Insert II

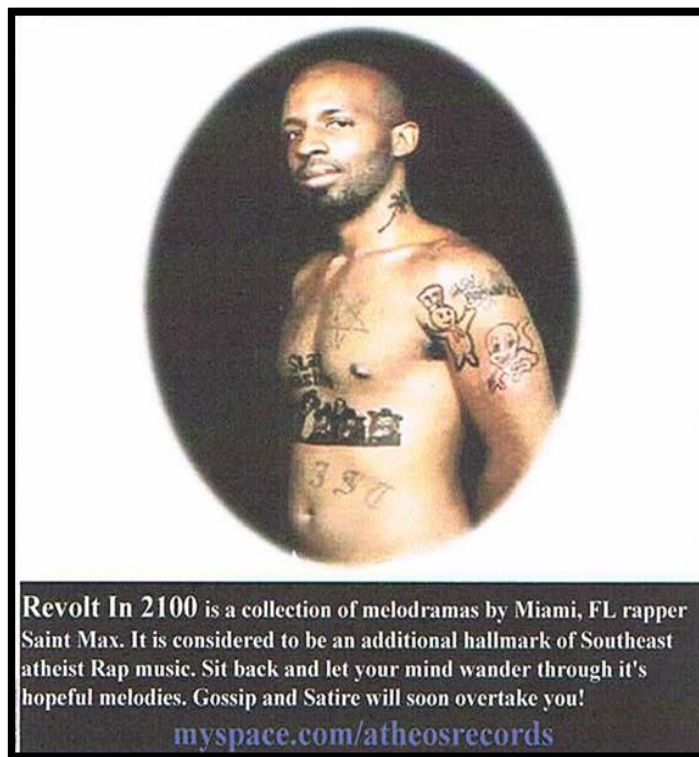


Fig 6: Southeast Atheist Hip Hop



Figure 7: Atheos Records Fan Testimonials

### Atheos Records fan testimonials?

- ✓ "Wow! That's deep." [End Quote, *Rawality*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "Loving the sound...keep it up" [End Quote, *Tigger Bouncy*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "Wow! Talk about the excellent sound production to top it off...and I really liked the song. Did I admit that?" [End Quote, *Wendy*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "Your music is bumping! Can anyone say collabo?" [End Quote, *Atheist-Flow*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "About time some more people rap about Atheism. Keep it up brother!" [End Quote, *C.J.R.*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "I love your music keep it up" [End Quote, *Charrelle McLaurin*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "I heard your music. You're very creative." [End Quote, *Charlie Check'M*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]
- ✓ "Jovially awesome music." [End Quote, *Angie*, [www.myspace.com/atheosrecords](http://www.myspace.com/atheosrecords)]

© ATHEOS RECORDS

Figure 8: Atheos Records Influences

**Atheist Hip Hop** (i.e. originally Atheist Rap, also known as Atheology) is a form of music which uses Atheist themes to express the songwriter's lack of faith. Only during the 21st century did this term "Atheist Rap" become descriptive of this type of music. While the audience is typically Atheist, the music is also used in Atheist mission work for the purpose of secularization. Atheist rap artists are often professed Atheists who often use their background to spread the individuals' non-belief. Sometimes Atheism may be evident in part of a song or other times an entire song or album may focus on Atheist beliefs:

- + Saint Max: "Revolt In 2100" [1]
- + Papzt Der Atheist's: "Tactics aka Soul of The Sword: Herz, Sehle & Schwert" [2]
- + Atheist Flow: "No Religion" [3]
- + Charlie Check'm: "Reality Rules", "Da Fearless Weirdo", "Check'm Charlie", "Straight Pride", and "Listen Without Fear" [4]
- + Proclaim: "Necessary Dissent" & "Question Everything" [5]
- + Freethought M.C.: "Humanology" [6]
- + Syqnys: "CandyCap Rap and the L8Gr8 Atheist" [7]
- + Greydon Square: "The Compton Effect", "CPT Theorem", & "Absolute" [8]

**WORKS CITED**

[1]: Saint Max, <http://www.myspace.com/atheosrecords>

[2]: Papzt Der Atheist's, <http://www.myspace.com/papztderatheist>

[3]: Atheist Flow, <http://www.myspace.com/atheistflow>

[4]: Charlie Check'm, <http://www.myspace.com/charliecheckm>

[5]: Proclaim, <http://www.myspace.com/proclaimcreations>

[6]: Freethought M.C., <http://www.myspace.com/freethoughtmc>

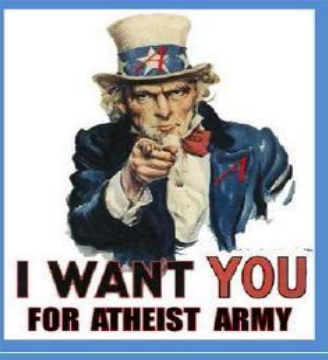
[7]: Syqnys, <http://www.myspace.com/syqnys>

[8]: Greydon Square, <http://www.myspace.com/greydonsquare>

© ATHEOS RECORDS, LLC



Figure 9: Employment Opportunity “Brand Ambassador”



**I WANT YOU  
FOR ATHEIST ARMY**

**\*EMPLOYMENT OPPORTUNITY\***

**JOB POSITION:**  
BRAND AMBASSADOR

GET PAID \$50.00 PER EVERY 500 FLYERS  
EARN EXTRA INCOME WORK FROM HOME  
PART OR FULL TIME AVAILABLE

**CUSTOMER SERVICE**  
ATHEOS RECORDS  
DR. TERRENCE WARD  
M-F: 9:00 A.M.-5:00 P.M., E.S.T.  
(786) 443-7398  
P.O. BOX 173184  
HIALEAH, FL 33017


Figure 10: Atheos Records: Business Cards

**100% CUSTOMER SATISFACTION**

*“We were in business, specifically the business of Atheism!” [Ward, Dr. Terrence. “Madalyn Murray O’Hair: The Rosary Wars”. Atheos Records Press, 2010]*

**\*CALL TO REQUEST FREE ARTICLES\***

[Youtube.com/AtheosRecords](https://www.youtube.com/AtheosRecords)



**Atheos Records**

P.O. Box 173184  
Hialeah, FL 33017  
Phone: 786.443.7398  
M-F: 9:00 A.M.-5:00 P.M. E.S.T.  
[Tward83@yahoo.com](mailto:Tward83@yahoo.com)

**\*Specialized In:**

Dr. Terrence Ward	+	SouthEast Atheist Rap Music
Chief Executive Officer	+	Generating Ideas and Lyrics
Recording Artist	+	MMO Conspiracy Studies

**100% CUSTOMER SATISFACTION**

*“SouthEast Atheist Rap Music is a new kind of commodity in the Hip Hop industry. A product designed to make money!” [Ward, Dr. Terrence. “Atheos Records: Business Plan”. Atheos Records Press, 2010]*

**\*CALL TO REQUEST FREE ARTICLES\***


[Youtube.com/AtheosRecords](https://www.youtube.com/AtheosRecords)

Figure 11: Atheos Records Distance Education

**ATHEOS RECORDS PRESS**

ALTERNATIVE CAREER EDUCATION

**ENROLL NOW!!!**



*"Appearances deceive; conspiracies drive history" [Pipes, Daniel 1992]*

**Program of Study:**

DOCTORATE OF ARTS: CONSPIRATORIAL SCIENCE

**Program Objectives**

- ✓ How to make sense out of a world that is otherwise confusing.
- ✓ Explain what "mainstream narratives" cannot.
- ✓ Penetrate conspiratorial plots, e.t.c.

**Train for a "New Career" In 3 Months:**

Conspiratorial Assistant • Conspiratorial Consultant •  
Conspiratorial Fundraiser • Conspiratorial Lobbyist •  
Conspiratorial Biographer • Conspiratorial Commentator •  
Conspiratorial Secretary • Conspiratorial Scientist •  
Conspiratorial Engineer • Conspiratorial Detective

**Program Benefits:**

Flexible Schedule • Non-Accredited • Distance Correspondence  
Learning • Affordable Cost • Emerging Market • Non-  
Discrimination • Fast Paced • Non-Indoctrination

Contact Info: Dr. Terrence Ward  
Telephone: [786] 443-7398  
Website: [youtube.com/AtheosRecords](https://www.youtube.com/AtheosRecords)  
P.O. BOX 173184 • HIALEAH, FL 33017

C. TABLES 1-6

Table 1: Product & Service Analysis

Items List	Selling Price	Units Given Yearly	Total Revenue
CD: <i>Revolt In 2100: Vol 1</i> [Figs 1-5]	\$9.99	12,500	\$125,000.00
CD: <i>Madalyn's Children: Vol 2</i>	\$9.99	12,500	\$125,000.00
CD: <i>Disorderly Conduct: Vol 3</i>	\$9.99	12,500	\$125,000.00
CD: <i>The Rosary Wars: Vol 4</i>	\$9.99	12,500	\$125,000.00
<b>Total:</b>	\$39.96	50, 000	\$500,000.00

Table 2: Marketing Analysis

Promotion Plans	Sources	Recurring Budgets
Internet Radio Ads	<a href="http://www.manvmoods.com">www.manvmoods.com</a>	\$29.99
Business Card Ads	Microsoft Word	\$200.00
Word of Mouth	<a href="http://www.whizcommunications.com">www.whizcommunications.com</a> <a href="http://www.MiamiBackPage.com">www.MiamiBackPage.com</a> <a href="http://www.EbayClassifieds.com">www.EbayClassifieds.com</a> <a href="http://www.Craigslist.com">www.Craigslist.com</a>	\$500.00
TV Ads	X	X
Magazine Ads	<a href="http://www.hoodmagazine.com">www.hoodmagazine.com</a>	\$400.00
Cable Ads	<a href="http://www.cableadvertisingworks.com">www.cableadvertisingworks.com</a>	\$700.00
Direct Mail Ads	<a href="http://www.mailleads.net">www.mailleads.net</a>	\$160.00
Flea Market Ads	X	X
Newspaper Ads	<a href="http://www.NationwideAdvertising.com">www.NationwideAdvertising.com</a> <a href="http://www.EmploymentGuide.com">www.EmploymentGuide.com</a> <a href="http://www.JobNewsMiami.com">www.JobNewsMiami.com</a> <a href="http://www.MiamiNewTimes.com">www.MiamiNewTimes.com</a> <a href="http://www.Communitynewspapers.com">www.Communitynewspapers.com</a> <a href="http://www.AventuraNews.com">www.AventuraNews.com</a> <a href="http://www.MiamiTimesOnline.com">www.MiamiTimesOnline.com</a>	\$3,600.95
Flyers	<a href="http://www.MicrosoftWord.com">Microsoft Word</a>	\$200.00
Brand Ambassador Ads	<a href="http://www.streetteampromotions.com">www.streetteampromotions.com</a>	\$1,000.00
Internet Promotion Ads	<a href="http://MusicSubmit.com">MusicSubmit.com</a> (i.e. 25 submissions monthly)	\$119.40
Internet Download Cards	<a href="http://www.Discmakers.com/dlcard">www.Discmakers.com/dlcard</a>	\$196.00
Internet Website Hosting	<a href="http://www.Hostway.com/wbiz">www.Hostway.com/wbiz</a>	\$83.88
Posters	<a href="http://www.Discmakers.com/print">www.Discmakers.com/print</a>	\$99.00
Songwriting Contests	<a href="http://CoochMusic.com">CoochMusic.com</a>	\$20.00
International Trade Ads	<a href="http://www.importexporthelp.com">www.importexporthelp.com</a>	\$500.00
Internet Sales	<a href="http://www.MarketPacer.com">www.MarketPacer.com</a>	\$149.95
Total:	X	8,345.08



Table 3: Competitive Analysis I

Competing Enterprises	Competing Products or Services	Price
Christian Hip Hop:	Full Length CD Albums	\$9.99
Yoga Hip Hop:	Full Length CD Albums	\$9.99
Nu-Wop Hip Hop:	Full Length CD Albums	\$9.99
Muslim Hip Hop:	Full Length CD Albums	*FREE OF CHARGE*

### **\*Brief Discography of Competition:**

- ✚ **Disciples of Christ:** In the early 1990's this [Christian rap](#) group saw the continuing trend of rap artists blending [Christianity](#) and [rap](#). Gaining mass crossover appeal **Disciples of Christ** were one of the earliest [Christian rap](#) groups recognized for marketing into [Secular](#) communities. [12]
- ✚ **Mc Yogi:** Growing up writing rap music and [freestyling](#) for friends led this rap artist to discover [Yoga](#) at the age of 18. Ultimately, this led to marketing his Yogic faith with his love for hip hop...Inspiring a new generation of [Mystics](#) and urban Yogis. [13]
- ✚ **The Lost Children of Babylon:** Rife with quotes from the [Matrix](#), rhymes about ancient Egypt, outer space and [genetics](#) this [Nuwuabian](#) rap group is not to entertain; but, instruct on a spiritual platform, and marketing 720° of ancient science called [Nuwuabu](#). [14]
- ✚ **Soldiers of Allah:** After the destruction of the [Ottoman Empire](#) in 1924 by [Turkish](#) Secularist the message of this rap group is to unite the [Islamic](#) world implementing a new [Muslim](#) theocratic government. Being the first [Muslim](#) rap group to offer their entire album free for download over the internet. Believing there are no [copyrights](#) in [Islam](#). [15]

**\*Note:** These non-atheist groups are in reach and maintain a steady presence in the hip-hop community and could potentially impede the progress of **Atheos Records**. It would be detrimental if **Atheos Records** doesn't define its competition based on a "high risk" analysis to those non-atheists groups whom present the highest challenge to **Atheos Records** success. [Atheist](#) rap artists are fighting for a piece if not the whole pie of the hip-hop community. Indeed! These non-[Atheist](#) groups would have a vested interest to curb the rise of [Atheist](#) rap music and [Secularism](#) within the hip-hop community. There are already signs of protests for what these non-atheist groups identify as "soulless [materialism](#)", or "selfish [individualism](#)".

Table 4: Competitive Analysis II

Competing Enterprises	Age Emphasis	Product Positions	Cash Relations	Distribution Channel	Size Terms	Long Terms	Type
Muslim Hip Hop:	5	High	Medium	Medium	Medium	Medium	INC
Nu-Wop Hip Hop:	15	High	Medium	Medium	Medium	Medium	INC
Christian Hip Hop:	20	High	High	High	Large	Medium	INC
Yoga Hip Hop:	5	High	Medium	Medium	Small	Medium	INC

When comparing **Atheos Records** to the competitors the aforementioned table shows that all competitors are more experienced, have more staying power than **Atheos Records**, and that the above competitors have better access to the market than **Atheos Records**.

Table 5: Competitive Analysis III

Enterprise Name	Customer Service	Product Direction	Marketing Strength	Freedom of Action
Atheos Records:	High	High	Medium	High

Table 6: Equipment &amp; Supplies

Equipment List	Non-Recurring Budgets	Supply List	Recurring Budgets
Acer Aspire 4730Z: Intel Pentium Dual Core Processor T3400	\$1,299.99	Bubble Mailers: General Purpose (i.e. 25 pk)	\$870.00
Socrates Contractor's Forms (i.e. software)	\$31.99	Memorex Blank CD-R (i.e. 100 pk)	\$224.85
HP Brother: MFC-490C Printer, Copier, Scanner, and Fax	\$89.99	Memorex: White CD Sleeves (i.e. 100 pk)	\$74.85
AvanQuest MyDatabase: Customer Relationship Management Software	\$49.99	CD Stomper: CD Labels (i.e. 300 pk)	\$183.96
Budget Express 3.0 (i.e. business expense software)	\$29.99	8164 Avery Inkjet: Shipping Labels (i.e. 150 pk)	\$119.90
Home Recording Studio Package: Sonar V-Studio 700	\$1,999.00	Office Depot: Multipurpose Print Paper (i.e. 3 reams)	\$33.98
Spector Pro (i.e. internet security)	\$99.99	5371 Avery Laser: Business Cards	\$449.70
Epson Disc Producer	\$2,695.95	Brother Ink Cartridge: LC Series	\$749.70
AcidPro (i.e. music editing software)	\$299.95	Sturdy CD Mailer (i.e. 1000pk)	\$230.00
Postal Scale	\$150.99	Shrink Wrapper Film Refill	\$60.00
CD Stomper Complete Kit: CD/DVD Labeling System	\$24.99	8810 Avery U.S. Letter: Printing Labels	\$374.44
WebEasy7 Professional (i.e. webpage software)	\$49.99	X	X
Shrink Wrapper	\$199.00	X	X
P-35C Fellowes: Paper Shredder	\$49.99	X	X
Freethought Music/Atheist Hip Hop	\$565.74	X	X
Mail Order Manager (i.e. MOM)	\$1,995.95	X	X
<b>Total:</b>	\$9, 633.90	<b>Total:</b>	\$4,486.94

# **WORKS CITED, CORRESPONDENCE & SELF-HELP RESOURCES**

## **WORKS CITED**

- [1]: Atheos Records Artist Insight, [http://www.youtube.com/my\\_videos\\_insight?](http://www.youtube.com/my_videos_insight?), 2010
- [2]: Kosmin, Barry A; Keysar, Ariela. "American Nones: The Profile of the No Religion Population", [http://www.americanreligionsurvey-aris.org/reports/NONES\\_08.pdf](http://www.americanreligionsurvey-aris.org/reports/NONES_08.pdf), Trinity College; Hartford Connecticut, 2008
- [3]: Saint Max, <http://www.youtube.com/atheosrecords>, 2010
- [4]: Papzt Der Atheist's, <http://www.myspace.com/papztderatheist>, 2009
- [5]: Atheist Flow, <http://www.myspace.com/atheistflow>, 2008
- [6]: Charlie Check'm, <http://www.myspace.com/charliecheckm>, 2006
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- [8]: Freethought M.C., <http://www.myspace.com/freethoughtmc>, 2008
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- [12]: Disciples of Christ, [http://lyrics.christiansunite.com/artist\\_299.shtml](http://lyrics.christiansunite.com/artist_299.shtml), 2010
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- [17]: American Atheist, <http://www.atheists.org/>, 2010
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- [19]: Centre For Inquiry Ontario, <http://www.centerforinquiry.net/>, 2010
- [20]: Dr Malachi Z. York: Arrest and Trial, <http://www.nuwaubianfacts.com/index.htm>, 2009
- [21]: Soldiers of Allah: 9/11 Conspiracy, <http://www.freewebs.com/islamicmusic/soldiersofallah.htm>, 2006

Date: Tue, 6 Apr 2010 09:38:19 -0700

From: tward83@yahoo.com

Subject: Terrence Ward

To: [daw0512@hotmail.com](mailto:daw0512@hotmail.com) (i.e. Dirk Wehberg, SCORE COUNSELOR)

### **CORRESPONDENCE E-MAIL I**

Good evening Dirk,

I finished revising the business plan creating multiple sub-headings where needed, and analyzing the data in the **2008 ARIS Report** to determine **Atheos Records** consumer base. Indeed! Religious profession in the Far East is different than the Western approach, in which a practitioner of Catholicism per se is defined by his/her religion; yet, there exists certain schools (i.e. [Mulhid Tradition](#), [Munafiq Tradition](#), [Kaffir Tradition](#), [Mutard Tradition](#), [Dahri Tradition](#), [Zundhiq Tradition](#), [Mahapurana of Acharya Jinasena Tradition](#), [Astika Tradition](#), [Samkhya Tradition](#), [Mimamsa Tradition](#), [Carvaka Tradition](#), e.t.c.) of Arab and Asian cultures that can be identified as not only irreligious (i.e. without religion); but, definitely there is a strain of Atheist philosophical thought fragmented within these philosophical systems of the Far East.

The universe, according to [Jainism](#), is narrow at the top, broad at the middle and once again becomes broad at the bottom. It considers the universe, soul, matter, space, time, and the principles of motion as an uncreated entity, existing since infinity, having no beginning or an end. [Mahāpurāṇa of Ācārya Jinasena](#) is famous for this quote:

“Some foolish men declare that a Creator made the world. The doctrine that the world was created is ill-advised, and should be rejected. If god created the world, where was he before creation? If you say he was transcendent then, and needed no support, where is he now? No single being had the skill to make the world - for how can an immaterial god create that which is material? How could god have made the world without any raw material? If you say he made this first, and then the world, you are face with an endless regression. If you declare that the raw material arose naturally you fall into another fallacy, for the whole universe might thus have been its own creator, and have risen equally naturally. If god created the world by an act of will, without any raw material, then it is just his will made nothing else and who will believe this silly stuff? If he is ever perfect, and complete, how could the will to create have arisen in him? If, on the other hand, he is not perfect, he could no more create the universe than a potter could. If he is formless, actionless, and all-embracing, how could he have created the world? Such a soul, devoid of all modality, would have no desire to create anything. If you say that he created to no purpose, because it was his nature to do so then god is pointless. If he created in some kind of sport, it was the sport of a foolish child, leading to trouble. If he created out of love for living things and need of them he made the world; why did he not make creation wholly blissful, free from misfortune? Thus the doctrine that the world was created by god makes no sense at all.” [Sproul, Barbara. “*Primal Myths*”. [Harper Row](#), 1979]

These are the *hidden consumers* for which the **2008 ARIS Report** failed to highlight. That segment of Asian Americans practicing [Atheism](#) cloaked in Eastern wisdom called by any other name...not to exclude those Asian Americans identifying themselves as irreligious and still believe in a external force. One of the main goals of **Atheos Records** is crossing over into the religious community; yet, analyzing the marketing opportunity that exist between those who are irreligious but still believe in an external force what can be said about this segment base? They are on the verge of [Atheism](#) and would make good future prospects!

Date: Oct, 5 2009

From: tward83@yahoo.com

Subject: Terrence Ward

To: [llfptfu@yahoo.com](mailto:llfptfu@yahoo.com) (i.e. Rev. Lou Stiffer, LUCIFERIAN LIBERATION FRONT)

## **CORRESPONDENCE E-MAIL II**

Re: Fan Inquiry

Thu, November 19, 2009 10:37:07 AM

From: Terrence Ward  
<[tward83@yahoo.com](mailto:tward83@yahoo.com)>  
Add to Contacts  
To: Rev. Lou Stiffer <[llfptfu@yahoo.com](mailto:llfptfu@yahoo.com)>

Thanks Rev Lou Stiffer I will make sure to give you a free copy of the album when it's complete. I plan to release the cd sometimes in 2011. Currently, it's still in its infancy stage; but, things are running smoothly as planned.

From: Rev. Lou Stiffer <[llfptfu@yahoo.com](mailto:llfptfu@yahoo.com)>  
To: Terrence Ward <[tward83@yahoo.com](mailto:tward83@yahoo.com)>  
Sent: Mon, November 16, 2009 7:13:40 PM  
Subject: Re: Fan Inquiry

Feel free to spread the word. Send us a copy of what you create for your cover.

Rev. Lou Stiffer  
Senior Pastor,  
Luciferian Liberation Front, People's Temple, Free Urantia  
"Liberating the oppressed, one mind at a time."  
Visit us on the web at <http://www.LuciferianLiberationFront.org>

--- On Mon, 10/5/09, Terrence Ward <[tward83@yahoo.com](mailto:tward83@yahoo.com)> wrote:

> From: Terrence Ward <[tward83@yahoo.com](mailto:tward83@yahoo.com)>  
> Subject: Fan Inquiry  
> To: [llfptfu@yahoo.com](mailto:llfptfu@yahoo.com)  
> Date: Monday, October 5, 2009, 1:31 PM  
> To  
> whom it may concern,  
>  
> I'm an up-n-coming songwriter looking for a graphic  
> design artists for my front cd cover. I viewed your webpage  
> and was blown away by the artwork. I would like to duplicate  
> some of that for my cd if possible. Please contact me as  
> soon as possible. Attached to this e-mail is a  
> brochure.  
>  
>  
> Telephone: (786) 443-7398  
> Website: [myspace.com/atheosrecords](http://myspace.com/atheosrecords)



## SELF-HELP RESOURCES

### A. General Business Resources:

- ✦ Leadership Grants Organization of America: *"Get Funding for your Small Business with a Powerful Business Plan"*.
- ✦ Mintzer, Rich: *"Start Your Own Mail Order Business"*.
- ✦ Mintzer, Rich: *"Start Your Own Online Education Business"*.
- ✦ Weiss, D. Kenneth: *"Building An Import/Export Business"*.
- ✦ Dvorak, Doug: *"Build Your Own Brand"*.
- ✦ Abrams, Rhonda: *"Better Business Bureau Buying a Franchise: Insider's Guide to Success"*.
- ✦ Walker, June: *"Self-Employed Tax Solutions"*.
- ✦ Garson, Jack: *"How To Build A Business And Sell It For Millions"*.
- ✦ Murphy, P. Robert: *"The Politically Incorrect Guide to Capitalism"*.
- ✦ New, C. Cheryl; Quick, A. James: *"How to Write a Grant Proposal"*.
- ✦ Farrell, P. Joseph: *"Babylon's Banksters: The Alchemy of Deep Physics, High Finance And Ancient Religion"*.
- ✦ Shulman, Beth: *"The Betrayal of Work: How Low-Wage Jobs Fail 30 Million Americans"*.
- ✦ Kawasaki, Guy: *"The Art of the Start"*.
- ✦ Lechter, A. Michael: *"OPM: How to Attract Other People's Money for Your Investments--The Ultimate Leverage"*.

### B. Music Business Resources:

- ✦ Fred Koller: *"How to Pitch and Promote Your Songs"*.
- ✦ Rapaport, Diane: *"How to Make and Sell your Own Recording"*.
- ✦ Chertkow, Randy: *"The Indie Band Survival Guide: The Complete Manual For The Do-It-Yourself Musician"*.
- ✦ Goodridge, F.J. Walt: *"Hip Hop & Urban Music Record Label Business Plan Template: 2008 Edition"*.
- ✦ Hatschek, Keith: *"How To Get A Job In The Music Industry"*.
- ✦ King, Mike: *"Music Marketing: Press, Promotion, Distribution, and Retail"*.
- ✦ Pettit, Emma: *"Old Rare New: The Independent Record Shop"*.
- ✦ Jones, Graham: *"Last Shop Standing"*.
- ✦ Charnas, Dan: *"The Big Payback: The History of The Business of Hip Hop"*.
- ✦ Calamar, Gary; Gallo, Phil; Buck, Peter: *"Record Store Days: From Vinyl to Digital and Back Again"*.

### C. Songwriting/Recording/Production Resources:

- ✦ Edwards, Paul: *"How to Rap: The Art & Science of the Hip-Hop MC"*.
- ✦ Mitchell, Kevin: *"Hip-Hop Rhyming Dictionary"*.
- ✦ Kearse, Randy: *"Street Talk: Da Official Guide to Hip-Hop & Urban Slang"*.
- ✦ Dillard, John L.: *"Black English: It's History and Usage in the United States"*.
- ✦ Green, Lisa: *"African American English: A Linguistic Introduction"*.
- ✦ Pattison, Pat: *"Writing Better Lyrics"*.
- ✦ DiscMakers: *"Making A Great Master: Essential Information for Musicians, Engineers, and Producers"*.
- ✦ Min, Mike: *"Beats Method: Learn How to Make Rap Beats"*.
- ✦ Brown, E. Joseph: *"How to freestyle, write battle raps, and write rap songs"*.

### D. Miscellaneous Resources:

- ✦ Martin, Michael: *"Atheism: A Philosophical Justification"*. [Temple University Press](#), 1992
- ✦ Nosirrah, N. *"God is an Atheist: A Novella for Those Who Have Run Out of Time"*. [Sentient Publications](#), 2008
- ✦ Jones, Dantalion: *"Building Your Cult: Power, Politics and People"*. [CreateSpace](#); February 12<sup>th</sup>, 2010
- ✦ Bullard, Marc: *"YouTube Marketing Handbook"*. [CreateSpace](#); July 11<sup>th</sup>, 2011
- ✦ Harvey, Tracy. *"Goodbye Welfare, Go From Economic Hardship To Financial Security"*. [Strategic Book Publishing](#); July 2nd, 2009
- ✦ Carrier, Constance. *"Terence: The Comedies, Complete Roman Drama in Translation"*. [John Hopkins University Press](#), 1992.
- ✦ NwoKogba, Isaac. *"Easy Dollars: At the Pick 3-Pick 4 Daily Lotto"*. [iUniverse](#), 2000
- ✦ Barboianu, Catalin. *"The Mathematics of Lottery: Odds, Combinations, Systems"*. Infarom, 2009
- ✦ Bluskov, Iliya. *"Combinatorial Lottery Systems: Wheels With Guranteed Wins"*. [Lotbook Publishing](#); 2<sup>nd</sup> Edition, 2010

# **ATHEOS RECORDS DIRECT MAIL ARTICLE(S)**

# Atheos Records Article

From Atheos Records Press

**Saint Max** (born **Terrence Ward** on August 6<sup>th</sup>, 1983) is an [American](#) entrepreneur who promotes [SouthEast Atheist Hip Hop Music](#) as well as being a life long student of the [Venusian Arts](#) [1]. Terrence Ward is the C.E.O. of **Atheos Records** "[The World's First Atheist Rap Label](#)" providing "[The Soundtracks for Atheist Rebellion](#)".

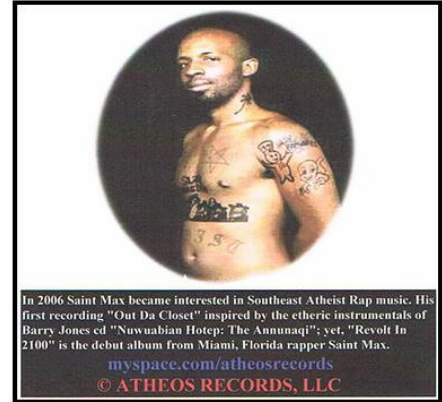
## Contents

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## Biography

From the decadence of the [1980's](#) (i.e. [Liberty City Riots](#), rise of [Republican Politics](#)) up until adulthood Terrence Ward has lived all his life in [Miami, FL](#). He was educated in [Secular](#), [Christian](#), and [Catholic](#) institutions from grade school (i.e. [Developmental Resource Center](#)), to middle school (i.e. [Saint Monica](#)), up until high school (i.e. [Monsignor Edward Pace](#), [South Florida International Academy](#)). His first experience with religious intrusion occurred when he was told to shave off his [Ponytail](#). Certain hairstyles were in violation of school standards the administration scolded him. He was also required to attend church service. His only recollection while in attendance was the smearing of dirt upon his forehead; assuming this was for purification reasons...it wasn't until *upper level* education while enrolled at [Miami Dade College](#) he embraced disbelief (i.e. [Atheism](#)). Terrence Ward was also a volunteer field investigator of the international [UFO](#) network, [Mufon](#) (i.e. [Mutual UFO Network](#)) for 8 months. [2]

## Saint Max



Saint Max at a photo shoot in [North Miami, FL](#) March 2<sup>nd</sup>, 2009; copyright Saint Max

### Background Information

**Name:** Terrence Ward

**Birth Name:** Terrence Ward

**Record Label:** Atheos Records

**Also known as:**

- ✚ Saint Max (i.e. *euphemism of* [Max Stirner](#))
- ✚ H.B. Riggs (i.e. *Hot Boy*)
- ✚ Madd [Atheist](#) (i.e. *Men Against Destructive Dogma*)
- ✚ [Apollo Miami](#) (i.e. *Greek God of music*)
- ✚ [Philip Traum](#) (i.e. *Lucifer's young nephew*)
- ✚ Mista Pap (i.e. *euphemism of* [Benjamin "Pap" Singleton](#))
- ✚ Lil Atheos (i.e. *Little Godless*)

**Born:** August 6<sup>th</sup>, 1983 (age 27)

**Origin:** Miami, FL, USA

**Ethnicity:** Miamian

**Race:** Negroid Race

**Genre:** Southeast Atheist Hip Hop Music

**Instruments:** Rapping, Vocals

**Years active:** 2006-present

**Religion:** Melanin Theory

**Influences:** [Deathrow Records](#), [No Limit Records](#), [Resistance Records](#), [Panzerfaust Records](#), [Cash Money Records](#), [Hypnotize Minds Records](#), [Slip-N-Slide Records](#), [Street Smart Records](#), and [Disaster Records](#).

**Official Website:** [www.archive.org](#)

## Genre of music

**SouthEast Atheist Hip Hop Music** is a monolithic, new [secular](#) genre of music that arose in a predominantly White [Republican English](#) speaking [European Catholic](#) community of the [State of Florida](#) in 2006. Its artist(s) market [SouthEast Atheist Rap Music](#) with independent sound engineers and are known as Atheologians. **SouthEast Atheist Hip Hop Music** is sometimes referred to as “Selfish [Individualism](#)” or “Soulless [Materialism](#)”; yet, these terms are considered derogatory and offensive by Atheologians, who dislike anti-[Atheos Records](#) media advertisement(s).

**SouthEast Atheist Hip Hop Music** encompasses themes such as [Atheology](#), [Entrepreneurship](#) and the rejection of Western and Eastern society, called [Kronos](#) (i.e. from the [theoretical Kronos](#) of [Martins](#)’ book [Atheism: A Philosophical Justification](#)). [Kronos](#) has always been theocratic dominated, and has committed such acts of aggression against [Atheist](#) as [The Rosary Wars](#)! Terrence Ward proclaims [America](#) (i.e. [Venusia](#), or [City of Venusia](#)) as his original birthplace, and embraces economic independence...such as the financial advice of [Texas Atheist](#), and entrepreneur [Madalyn Murray O’Hair](#) (i.e. [The First Lady of Atheism](#)).

**SouthEast Atheist Hip Hop Music** is a highly organized genre of music! Many Atheologians say that it is not a “philosophy” at all, but a “brand”. Some Atheologians do not claim any [Secular](#) tradition, and thus encourage one another to find reason and inspiration within themselves, although some do identify strongly with one of the “[mansions of Atheology](#)” — the six most prominent of these being [Marxian Communism](#), [Stirnerian Egoism](#), [Bakunin Scientific Anarchism](#), [Randian Laissez-Faire Capitalism](#), [Harrisonian Socialism](#), [Clarkian Pan-Africanism](#), e.t.c.

## Atheology

**Atheology** is the study and commentary on the non-existence and attributes of a [God/Goddess](#), and of how that [God/Goddess](#) doesn’t relate to the world...especially to human existence and secular thought; more generally, it is the study of [secularity](#), practice, experience, and/or of [Materialism](#). It is sometimes contrasted with secular studies. Atheology is understood as the study of [Secularism](#) from an internal perspective (i.e. a perspective of commitment to that [secularity](#)), and secular studies as the study of [Secularism](#) from an

### Atheos Records



Main Doctrine(s)

**SouthEast Atheist Rap Music**

Key Scripture(s)

**Atheos Records: Business Plan**

Community Event(s) · Recruitment Campaign(s)

**Devival · Project Secular America**

Notable individual(s)

**Terrence Ward**

Eschatology

**1%er (i.e. One Percenter)**

external (i.e. [religious](#)) perspective. Atheologians use various forms of analysis and argument (i.e. [philosophical](#), [ethnographic](#), [historical](#), material e.t.c.) to help understand, explain, test, critique, defend or promote any of the myriad secular topics. It might be undertaken to help the [Atheologian](#):

- ✚ Understand more truly his secular tradition, or another tradition.
- ✚ Make comparisons between secular traditions.
- ✚ Defend or justify a secular tradition.
- ✚ Facilitate reform of a particular tradition.
- ✚ Assist in the propagation of a secular tradition.
- ✚ Draw on the resources of a tradition to address some present situation or need.

The term [Atheology](#) only has 21<sup>st</sup> century [North American](#) origins, but has since been taken up in musical form by [Atheist](#) rapper Saint Max, and it is the history of the term in [Atheist](#) contexts, particularly in the [United States](#), that lies behind most contemporary usage, even though the term can now be used to speak of reasoned discourse within and about a variety of different [Secular](#) traditions [3][4][5][6][7][8][9]. Today, awareness of Atheology has spread throughout much of the world, largely through interest generated by [SouthEast Atheist Hip Hop Music](#). The most notable example is [Florida](#) rapper/songwriter [Terrence Ward](#).

## Track Listings

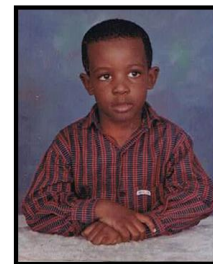
*Revolt In 2100* is the debut album by Miami, FL rapper **Saint Max** to be released in the summer of 2011:

1. Intro (*Produced by Godless In America, Madalyn Murray O' Haire Story*)
2. Secular America (*Sound Engineer James Bond*)
3. Falling Star (*Sound Engineer James Bond*)
4. City of Venusia (*Sound Engineer James Bond*)
5. Yankee (*Sound Engineer James Bond*)
6. Dire Straits (*Sound Engineer James Bond*)

## See Also

- [Max Stirner: The Ego and Its Own](#)
- [Ayn Rand: Capitalism: The Unknown Idea](#)
- [Mikhail Bakunin: The Political Philosophy of Bakunin: Scientific Anarchism](#)
- [Karl Marx: The Communist Manifesto](#)
- [Hubert H. Harrison: A Hubert Harrison Reader](#)
- [John H. Clarke: Africans at the Crossroads: Notes on an African World Revolution](#)

### Terrence Ward



*At a local photo shoot in [Miami, FL](#)  
Circa 1987*

“The sign of [Leo](#) the lion lighted the mid-summer astrological skies at Terrence’s birth into this life. Terrence has solar power heating his [Idealism](#) in a big way. He incarnated into this current life solarized through a sign promoting a multitude of get up and go. Vitality was a gift! In traditional [astrology](#) the keyword phrase for [Leo](#) is ‘I Create’”.  
[Ashman, Bernie. “Past Lives Report for Terrence Ward: Sun in Leo”. [Matrix Software Inc](#), 2012]



## Quote

- “80% of humans are believers, 19% of Atheist are apologist while the remaining 1% (i.e. 80-19-1 principle, 1% rule, e.t.c.), which I represent, is the real leader of Atheism. The 1% tattoo implies the wearer radically rejects theocracy and symbolizes only 1% (i.e. 80-19-1 principle, 1% rule, e.t.c.) of Atheists are "true infidels" (i.e. Atheist). I urge Atheists globally to keep doing the one percenters which means that we ought to keep applying pressure to theocracy. By doing the little extra efforts Atheist could capitalize on their mistakes; so, as Atheist we may not individually effect the environment surrounding us; but, collectively we can and this I regard the 1% (i.e. 80-19-1 principle, 1% rule, e.t.c.) as a percentage of our overall performance”. [Ward, Terrence. “Atheos Records Article”. [Atheos Records Press](#), 2011]

## Self-Published Materials

### Book/Doctoral Thesis

- Ward, Terrence. “Atheos Records: Business Plan”. [Atheos Records Press](#), Miami FL, 2010. [10]

### Audio CD/Doctoral Thesis

- Ward, Terrence: “Revolt In 2100: Vol 1”. [Atheos Records](#), Hialeah FL, *Soon to be released*.

“Atheos Records first label artist [Saint Max](#) (i.e. derived from 18<sup>th</sup> century [German Anarchist Max Stirner](#)) new CD album “Revolt In 2100” is the soundtrack for [Atheist](#) rebellion. It is a melodrama of writer [Robert A. Heinlein’s](#) 1953 science fiction classic “Revolt In 2100” which describes [America](#) as a much different place in the year 2100 governed by a theocratic dictatorship. [Robert A. Heinlein](#) describes the rise to power of evangelist [Nehemiah Scudder](#), the [First Prophet](#) who tore asunder the [United States Constitution](#) and set up a regime as repressive and backwards thinking as anything from the [Middle Ages](#)”. [Ward, Terrence. “Atheos Records Article”. [Atheos Records Press](#), 2010]

## Article References

- [1]: Mystery, “The Venusian Arts Handbook”. [Mystery Method Corporation](#), N/D  
<http://pdf-ebooks.org/pdf/43996/THE-MYSTERY-METHOD-pdf.pdf>
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- [9]: Jacoby, Susan. “Freethinkers: A History of American Secularism”. Henry Holt and Company, New York, 2004.
- [10]: Ward, Dr. Terrence. “Atheos Records: Business Plan”. [www.archive.org](http://www.archive.org)

## External Link

- Saint Max: Atheism The Early Years-Rare Footage (Atheos Records), [Archive.org](#)  
( <http://archive.org/details/SaintMaxAtheismTheEarlyYearsRareFootageatheosRecords> )

Copyright© Atheos Records. All Rights Reserved 2010  
Sale Price: \$Free\$

# ATHEOS RECORDS CHECKLIST



## ATHEOS RECORDS BUSINESS STATUS: ORGANIZATIONAL DEVELOPMENT

BY: TERRENCE WARD

### I. **Butterfly (i.e. Lives off principle interest, abstinence, has vision e.t.c.)**

#### *PURPOSE PHASE*

##### ☐ **THE PLUNDER STAGE-SENIOR LEVEL:**

The fourth stage is the [Plunder Stage](#). This is when the business owner can really reap the rewards (i.e. profits, e.t.c.) for all of the personal sacrifice, risk taking, hard work and is entitled to be chief executive officer. Business owner profiteering is meant to be taken in a healthy, positive sense, not in a greedy, negative sense. In fact, chief executive officers profit responsibly and continue to live below their means. They choose to work even though they do not have to because they usually love what they do. The business is their baby that they birthed, nurtured, grew to maturity, and want to continue to care for so it stays healthy. The business owner's epitaph too often is "*I buried my business with me*" [End Quote].

### II. **Cocoon (i.e. Steady stream of capital, financially stable, no vision, e.t.c.)**

#### *SIGNIFICANT PHASE*

##### ☐ **THE THUNDER STAGE-SOPHOMORE LEVEL:**

The third stage is the [Thunder Stage](#). This is when the business is really starting to hum, more things are being done right than wrong, and the business is on its way to real financial success. However, be aware that too rapid business growth during this stage can present dangerous pitfalls. If the business fortunately reached the thunder stage without a well-structured business plan, now is still an important time to write one and act on it. The business may be doing well, but with a new or revised business plan, further continued success can become more assured. A business operating without a vision is running blindly on a course to nowhere.

### III. **Caterpillar (i.e. Uncertain capital, financial mismanagement, no vision e.t.c.)**

#### *SURVIVAL PHASE*

##### ☐ **THE BLUNDER STAGE-JUNIOR LEVEL:**

The second stage is the [Blunder Stage](#), which is when there are still a number of costly operating mistakes that must be learned from and corrected. It is the stage when the business's survival is at its greatest risk, the one when most businesses fail because the required adjustments could not be made in time. Having a written business plan continues to be an important tool because it can serve as a compass for proceeding in the right direction. By monitoring how the business is actually performing compared to what was set down in the business plan, adjustments can be made early to reduce mistakes and blunders and to operate more efficiently and profitably. Business insanity is repeating the same blunders and hoping for different results.

##### ☐ **THE WONDER STAGE-FRESHMAN LEVEL:**

The first business stage is the [Wonder Stage](#). This is the time when you wonder such things as, "Should I start a new business from scratch, or should I buy an existing one? Do I want to own it alone or in partnership with others? What kind of business do I want? Should I be doing this? Am I doing the right thing? Am I going to make it?" Uncertain cash flow can doom a highly profitable business to certain failure.

## ATHEOS RECORDS CLASS STATUS: INDIVIDUAL DEVELOPMENT

BY: TERRENCE WARD

### I. Butterfly Stage (i.e. Residual Income, wealthy, money works for you, e.t.c.)

#### PURPOSE PHASE

##### □ THE UPPER CLASS-SENIOR LEVEL:

The [Upper Class](#) values education (i.e. Engineering Field, Medical Field, Criminal Field, Entertainment Field, or Entrepreneurial Field) the accumulation of wealth, the maintenance of social networks and the power that accompanies such networks. Children of the upper class are socialized on how to manage this power and channel this privilege in many different forms such as gaining access to others' capital (i.e. money, knowledge, labor, e.t.c.) and to critical information. It is by accessing various edifices of information, associates, procedures and auspices... is that the upper class are able to maintain their wealth and pass it along through bloodlines, and not necessarily because of an extreme work ethic.

### II. Cocoon Stage (i.e. Increase of income, ownership, work for money, e.t.c.)

#### SIGNIFICANT PHASE

##### □ THE MIDDLE CLASS-SOPHOMORE LEVEL:

The [Middle Class](#) places a greater emphasis on income. The middle class views wealth as something for emergencies and it is seen as more of a cushion. This class comprises people that were raised with families that typically owned their own home, planned ahead or stressed the importance of education and achievement. They earn a significant amount of income and also have significant amounts of consumption. However there is very limited savings (i.e. deferred consumption) or investments, besides retirement pensions and homeownership. They have been socialized to accumulate wealth through structured, institutionalized arrangements. Without this set structure, asset accumulation would likely not occur.

### III. Caterpillar Stage (i.e. Decrease of income, poor, work for money, e.t.c.)

#### SURVIVAL PHASE

##### □ THE WORKING CLASS-JUNIOR LEVEL:

The [Working Class](#) places less value on education and the accumulation of wealth, has fewer options for employment and advancement, has less available income, less stable employment and less savings than the upper and middle classes. Access to structured asset accumulation programs (i.e. retirement pensions, e.t.c.) are not readily available to those in this class and as a result little of their earnings are actually saved or invested. Consequently, there are limited financial assets available in times of hardship such as a divorce or major illness.

##### □ THE WELFARE CLASS-FRESHMAN LEVEL:

Those with the least amount of wealth is the [Welfare Class](#). Wealth accumulation for this class is to some extent prohibited. People that receive AFDC transfer, unemployment, food Stamps, section 8, e.t.c... cannot own more than a trivial amount of assets, in order to be eligible and remain qualified for monetary transfers. Most of the institutions that the welfare poor encounter discourage any accumulation of assets.

**LEGAL REGISTRATION(S),  
CONTRACT(S) & LEASE(S),  
TRADEMARKS, E.T.C.**

**EXHIBIT 1**

# EXHIBIT 1

## Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Maria A. Pallante*

Acting Register of Copyrights, United States of America

Registration Number  
SRu 992-838

Effective date of  
registration:  
February 19, 2010

**Title** \_\_\_\_\_

Title of Work: Atheos Records

Previous or Alternative Title: Revolt In 2100

**Completion/Publication** \_\_\_\_\_

Year of Completion: 2010

**Author** \_\_\_\_\_

■ Author: Terence Ward, whose pseudonym is Saint Max

Author Created: Business Plan, Song Lyrics

Work made for hire: No

Citizen of: United States

Pseudonymous: Yes

**Copyright claimant** \_\_\_\_\_

Copyright Claimant: Terence Ward

P O Box 173184, Hialeah, FL, 33017

**Limitation of copyright claim** \_\_\_\_\_

Material excluded from this claim: Revolt in 2100 is a collection of melodramas inspired by the new genre of atheist hip-hop music

Previously registered: No

New material included in claim: An additional hallmark of atheist rap music!

**Certification** \_\_\_\_\_

Name: Terence Ward, author

Date: February 20, 2010

Correspondence: Yes

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